705

Access DB# 18998 (101)

SEARCH REQUEST FORM

Scientific and Technical Information Center

Requester's Full Name: Forest Thompson Examiner #: 2765 Date: 6/16/00
Art Unit: 2765 Phone Number 306-5449 Serial Number: 09/294,461
Mail Box and Bldg/Room Location: PK2/5W05 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: System and Method for the Targeted Distribution of Discount Coupons over a network

Inventors (please provide full names): Adams, Bruce L.; Pearl, Irwin

Earliest Priority Filing Date: 5/6/99

***For Sequence Searches Only* Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.**

Description:

A coupon distribution system consisting of computers and printers connected to a coupon server over a network that generates coupons for consumers, prints out coupons at the customers' and merchants' locations, and redeems coupons at merchants. The system can identify coupons for products and the retail outlets selected by consumers.

Keywords:

06-16-00 P01:41 IN

computer
consumer or user
network
retail outlet
data storage
display
electronic coupon
identify location of retail outlet
transmit
receive
printer
input device
printer
point-of-sale unit (POS)
remotely select goods
generate coupons for selected goods

STAFF USE ONLY	Type of Search	Vendors and cost where applicable
Searcher: Geoffrey St-Leger	NA Sequence (#)	STN
Searcher Phone #: 308-7800	AA Sequence (#)	Dialog ✓
Searcher Location: STIC 2700	Structure (#)	Questel/Orbit
Date Searcher Picked Up: 6/20	Bibliographic	Dr.Link
Date Completed: 6/20	Litigation	Lexis/Nexis
Searcher Prep & Review Time: 2	Fulltext ✓	Sequence Systems
Clerical Prep Time: 1	Patent Family	WWW/Internet ✓
Online Time: 4	Other	Other (specify)

PTO-1590 (1-2000)

Internet 6/20/00
All Considered

e-centives™ what you want

give the people what they want

about us | contact us | press kit | faq | be an affiliate | jobs | privacy | home | e-centives.com

e-centives Promotions System™

Partners Merchants & Network Partners

excite

Success Stories

Why People Love e-centives

Frequently Asked Questions

Who is e-centives, Inc.?
e-centives, Inc., based in Bethesda, MD, is the leading online direct marketing company that provides personalized incentives technology, services and expertise. The company launched its flagship system *e-centives*™, in November 1998, and has established relationships with top Internet sites Excite, ZDNet, USATODAY.com and leading merchants such as Tower Records, Egghead.com, Cooking.com and more than 150 other brand-name retailers. e-centives, Inc. is a privately held company, venture capital-backed by Friedli Corporate Finance, J. & W. Seligman, Moore Capital, Excite@Home, and MacAndrews & Forbes Group.

What is the company's mission?
To provide Internet merchants with unique, innovative technologies and services to increase sales and give consumers an enhanced online shopping experience, thereby advancing the continued expansion and value of e-commerce.

When was the company founded and by whom?
e-centives, Inc. was founded by elementary school friends Kamran Amjadi and Dadi Akhavan and its premier product, *e-centives,* was launched in November 1998.

Merchants

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What are the primary benefits of e-centives to merchants?
e-centives enable merchants to turn browsers into buyers both beyond and on their site by providing consumers with the right offer at the right time and at the right place.

How does a merchant develop campaigns for the e-centives Network?
Using *e-centives'* Campaign Manager™, merchants can quickly and securely launch a variety of targeted promotions both beyond and on their site.

What is the relationship between merchants and e-centives, Inc.?
Merchants are e-centives participating partner stores. Merchants have total control over their promotional offers. e-centives provides the underlying technology for their campaigns through a complete suite of tools, a high traffic network for distribution and interested members to accept their offers.

What merchants are using *e-centives*?
Currently more than 150 merchants are participating with e-centives including TowerRecords, ShopSports.com and Egghead.com, along with partner sites including Excite, ZDNet, NextCard, theglobe.com, and USATODAY.com.

What tracking and measurement abilities does e-centives offer?
e-centives' Campaign Manager™ provides real-time tracking capabilities to monitor responses and results, thereby obtaining the vital information marketers need to produce successful online promotional campaigns.

Consumers

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What are *e-centives*?
e-centives are personalized incentives which give consumers a wide range of valuable offers on specific products or services in which they have expressed interest.

What is the primary benefit of *e-centives* for consumers?
e-centives liberate online consumers, enabling them to save on their favorite things from their favorite stores, where they most like to shop—when they are ready to shop.

Is using *e-centives* really free or is there a hidden charge?
e-centives are completely free of charge to consumers.

How can I sign up for *e-centives*?
All consumers need to do is go to www.e-centives.com or an e-centives' partner site such as Excite, ZDNet, NextCard, Deja.com, USATODAY.com and fill out a simple form to become a member.

How detailed is the consumer's personal profile?
Signing up for *e-centives* is quick and easy. *e-centives* asks for basic personal information along with a few questions about the consumer's shopping interests, so that *e-centives* will be able to deliver the offers of greatest interest to the member. The amount of information a consumer gives is completely voluntary; the more details a consumer gives, the more personalized the *e-centives.*

How can consumers access their *e-centives*?
Consumers' personal e-centives can be accessed at their personal online organizers, available at Partner Merchant sites, at Network Partners as well as at e-centives.com.

Can consumers redeem *e-centives* online?
Yes, consumers can redeem their personalized incentives online once they have joined *e-centives.* A registered *e-centives* member simply clicks on an e-centive of interest and is taken directly to the merchant's Web site for redemption. The e-centive is automatically recognized, and the savings applied during checkout at the participating merchant site.

Are *e-centives* redeemable offline?
Yes, once the consumer joins *e-centives,* they simply click on the printable *e-centive* of their choice, view the offer and print out a paper coupon with their browser's print function right from their desktop.

Privacy

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What measures are taken to insure *e-centives'* members' privacy?
e-centives is committed to honoring the privacy of *e-centives'* members, and is a completely permission-based service. e-centives is also a certified member of the TRUSTe program. This certification ensures that we describe our information practices and lets users give informed consent to participating in programs and offerings. Consumers' unique shopping profiles are digitally encoded with *e-centives'* proprietary technology to ensure their personal information remains private and anonymous.

Are there cookies involved when using e-centives?
e-centives uses cookies to deliver content specific to members' shopping interests and to save their user names and passwords, so they do not need to re-enter them each time they visit their *e-centives* online organizer. These cookies also help merchants know when an *e-centives* member visits their site, allowing those merchants to offer dynamically targeted offers and promotions based on members' shopping interests.

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HOOVER'S ONLINE The Business Network

watchlist SmartMoney.com

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IPO News
Market News
Industry News
News Directory

Search Company for GO Power Tool

members onl

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Headlines Previous Story

e-centives, Inc. Granted Additional Patent

PR Newswire - March 22, 2000 16:30

Jump to first matched term

New Patent Gives Company Protection Over Virtual Coupons

BETHESDA, Md., March 22 /PRNewswire/ -- **e-centives**, Inc., a leading online direct marketing infrastructure company, announced today that it was granted a patent for "Electronic Discount Couponing Method and Apparatus for Generating an Electronic List of Coupons."

On March 7, 2000, the U.S. Patent and Trademark Office issued to **e-centives**, Inc. U.S. Patent No. 6,035,280, which covers the method for electronically distributing, generating, authenticating, and redeeming discount virtual coupons, rebates, gift certificates or the like. The patent further covers the tracking and redemption of these "virtual coupons," including the targeting of consumers based on previous redemption activity.

"This patent, in conjunction with our Patent No. 5,710,886, continues to reinforce **e-centives**, Inc.'s position as a leader in online promotions technologies," said **e-centives**, Inc. CEO and co-founder, Kamran Amjadi. "We will continue to enhance and protect our technologies by investing in research and development that will benefit our customers and partners," Amjadi added.

About **e-centives**, Inc.

e-centives, Inc., based in Bethesda, MD, is the leading online direct marketing company that provides personalized incentives technology, services and expertise. The company launched its flagship system, **e-centives**(TM), in November 1998, and has established relationships with top Internet sites Excite@Home, ZDNet, USATODAY.com and leading merchants such as Tower Records, Egghead.com, Cooking.com, and more than 100 other

Travel just became a whole lot smarter
Simply brilliant
TRIP.com

What and who is driving the market today?

DESKTOP APPLICATION TRAINING

brand-name retailers. **e-centives**, Inc. is a privately held company, venture-backed by Friedli Corporate Finance, J.&W. Seligman, Moore Capital, Excite@Home, and MacAndrews & Forbes Group.

SOURCE **e-centives**, Inc.

/CONTACT: Carol Blymire of **e-centives**, Inc., 301-564-6700, ext. 193, or email: carol@e-centives.com/

/Web site: http://www.e-centives.com/

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coolsavings.com

save. then shop.℠

Welcome!

Welcome to coolsavings.com!

*The **one** place to save money before you shop.*

Save $ with national retailers, grocery and local stores, restaurants, travel companies and online retailers.

Save BIG with:

- **Printable Coupons**
 - for your favorite stores
- **Grocery Coupons**
 - for your local supermarket
- **e-Coupons**
 - for online shopping
- **Points**
 - earn & redeem for travel, merchandise and more
- **FreeStuff**
 - free catalogs & trial subscriptions
- **Savings Notices**
 - from major retailers
- **Newsletters**
 - for whatever your interest: Babies & Kids, Personal Finance, Pets, Entertainment, Health, Beauty & Fitness
- **Rebates**
 - from name-brand manufacturers
- **Gift Certificates**
 - for great restaurants
- **Samples**
 - free products from top brands

CoolSavings is a completely FREE service.
Sign up and save!

Already a Member? Click Here to log on

enroll now and start saving!

One minute to enroll
will get you a lifetime of savings!

enable secure enrollment

* required fields

First Name*

Last Name*

Address

CLICK TO reviewed by TRUSTe site privacy statement VERIFY

Your **personal information** stays **private.** Click here for more info.

City

State Select **Zip*** **Area Code (Phone)***

Your Gender* Select **Have Children?** select

Birthday* Select month day year

E-mail Address*

Periodic e-mail offers from coolsavings.com? yes, just text tell me more

Create Password*

Confirm Password*

Save password? yes tell me more

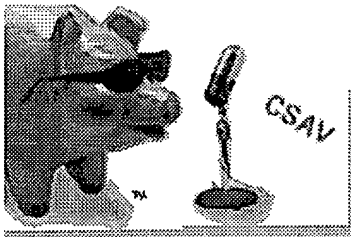
submit

Laser, ink or bubble jet printer required to print coupons. No printer is necessary to take advantage of other (non-coupon) offers.
Please note that CoolSavings offers are for use in the U.S. only.



Privacy Guaranteed

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yellow and purple are trademark colors of coolsavings.com inc.



coolsavings.com

investors

Tuesday, June 20, 2000

- OVERVIEW
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- STOCK QUOTE
- FINANCIAL RELEASES
- FINANCIAL REPORTS
- SEC FILINGS
- PRESENTATIONS
- AUDIO ARCHIVES
- INVESTOR FAQ
- EMAIL ALERTS
- INFO REQUEST

Corporate Overview

CoolSavings provides a comprehensive suite of e-marketing services to both online and offline advertisers focused on building one-to-one customer relationships. By leveraging the established CoolSavings brand and its widely-recognized pig icon, advertisers can deliver, target and track a broad range of incentives, including printed and electronic coupons, personalized e-mail, loyalty points, category newsletters, rebates, samples, sales notices, gift certificates, contests and banner advertisements, to promote their products or services. These incentives are delivered to targeted segments of the company's "membership" base who have registered their demographic profiles on coolsavings.com and have given their permission to receive personalized savings opportunities. CoolSavings' incentives may be redeemed online or in traditional brick and mortar stores. As of May 15, 2000, CoolSavings had more than 7.4 million members. The company analyzes the database of member registration and shopping preference data with sophisticated data analysis, targeting and tracking technology that allows advertisers to execute effective promotional campaigns, while maintaining a strict consumer privacy policy. As members redeem the incentives offered, the company gathers extensive shopping behavior and preference information. This information further enriches the member database providing advertisers with a higher degree of targeting. In 1999, advertisers included leading brands such as barnesandnoble.com, BigStar, First USA, eNutrition, Kids "R" Us, Petopia.com, InsWeb, and SmarterKids.com.

Shareholder Information

Exchange

NASDAQ

Stock Quote (CSAV)

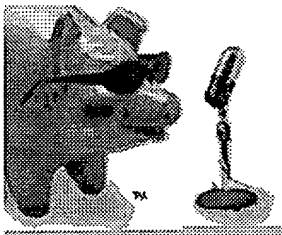
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Listed Security

CSAV Common Stock

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News

FAQs

June 20, 2000

CoolSavings® FAQs

- What is CoolSavings?
- Is CoolSavings a coupon company?
- Do you charge consumers to use coolsavings.com?
- How does coolsavings.com inc. ensure the privacy of its members?
- Why would a retailer advertise with CoolSavings instead of marketing their own Web site?
- How does CoolSavings target offers to specific members?
- How are members notified of new offers?
- What does CoolSavings' technology patent protect?

• What is CoolSavings?

CoolSavings is a leading destination for consumer savings and a pioneering direct marketing service for national retailers, manufacturers, restaurant chains, travel providers and service companies. The company provides targeted offers from more than 120 e-commerce and brick and mortar advertisers.

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• Is CoolSavings a coupon company?

CoolSavings' business model is to develop targeted Internet marketing campaigns for our advertisers. Online couponing is just one marketing technique that we provide in an effort to build lasting relationships with our members. We also help develop online promotions, incentive programs, targeted e-mail notices, member survey studies and more.

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- **Do you charge consumers to use coolsavings.com?**

 No, it's absolutely free to take advantage of the savings on coolsavings.com. Consumers need only register and provide key demographics so that we can target offers and promotions based on their household information.

BACK TO TOP

- **How does coolsavings.com inc. ensure the privacy of it's members?**

 coolsavings.com inc. is committed to protecting members' privacy and will never disclose, sell or exchange any member's personal information. We allow our advertisers to target coupon offers and promotions based on a member's household demographics, but we keep their names and contact information confidential.

BACK TO TOP

- **Why would a retailer advertise with CoolSavings instead of marketing their own Web site?**

 With more than 5 million registered members (as of January 2000), CoolSavings has one of the largest databases of potential shoppers on the Internet. Consumers come to coolsavings.com to find great savings before they shop both online and in traditional stores. CoolSavings helps drive traffic to a retailer's own Web site as well as to offline retailers who don't have an online presence.

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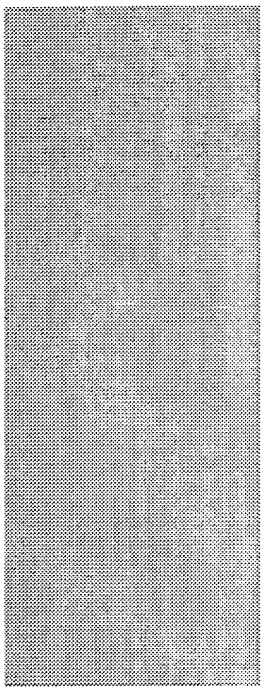
- **How does CoolSavings target offers to specific members?**

 CoolSavings' patented technology allows us to target our advertisers' offers to specific members based on their household information, previous activity on the site, shopping habits and interests. The more a member uses coolsavings.com, the more we are able to understand their shopping interests and focus offers accordingly.

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- **How are members notified of new offers?**

 Each month, CoolSavings sends out an e-mail to all members who have requested periodic updates during enrollment (79% of all enrolled members as of December 29, 1999). The e-mail highlights new advertisers, new offers and special promotions. There is a core group of CoolSavings members who return on a regular basis looking for new offers and participating in promotions. Depending upon the types of offers and new advertisers, between 30-60% of members visit the site each month.



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• What does CoolSavings' technology patent protect?

coolsavings.com inc. holds U.S. Patent No. 5,761,648, "Interactive Marketing Network and Process Using Electronic Certificates." The patent covers our model for distributing printed and electronic coupons through the Internet. CoolSavings' patented system provides targeted marketing capabilities to advertisers while still protecting the privacy of consumers.

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news

COMPANY BACKGROUND

June 20, 2000

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- COMPANY BACKGROUND
- PRESS RELEASES
- CUSTOMER CASE STUDIES

About CoolSavings®

CoolSavings provides a comprehensive suite of e-marketing services to both online and offline advertisers focused on building one-to-one customer relationships. By leveraging the established CoolSavings brand and its widely-recognized pig icon, advertisers can deliver, target and track a broad range of incentives, including printed and electronic coupons, personalized e-mail, loyalty points, category newsletters, rebates, samples, sales notices, gift certificates, contests and banner advertisements, to promote their products or services. These incentives are delivered to targeted segments of the company's "membership" base who have registered their demographic profiles on coolsavings.com and have given their permission to receive personalized savings opportunities. CoolSavings' incentives may be redeemed online or in traditional brick and mortar stores. As of May 15, 2000, CoolSavings had more than 7.4 million members. The company analyzes the database of member registration and shopping preference data with sophisticated data analysis, targeting and tracking technology that allows advertisers to execute effective promotional campaigns, while maintaining a strict consumer privacy policy. As members redeem the incentives offered, the company gathers extensive shopping behavior and preference information. This information further enriches the member database providing advertisers with a higher degree of targeting. In 1999, advertisers included leading brands such as barnesandnoble.com, BigStar, First USA, eNutrition, Kids "R" Us, Petopia.com, InsWeb, and SmarterKids.com.

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HOOVER'S ONLINE The Business Network

Symbol	Price	Chg	% Chg
DJ	66.38	2.25	3.5

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Sector: Diversified Services > Industry: Marketing & Public Relations Services

coolsavings.com inc.

Company Capsule | Financials | News & Analysis | Industry

Available only to Hoover's Online members. See Samples.

8755 W. Higgins Rd., Ste. 100
Chicago, IL 60631 (Map)
Destination Guide for Chicago, IL
Phone: 773-693-1300
Fax: 773-693-1311
http://www.coolsavings.com

Download to PDA
E-mail this Capsule

If you need an incentive to shop online, coolsavings.com may have an offer you can't refuse. The online marketer maintains a Web site featuring a variety of special offers and savings on a range of consumer goods and services from its advertisers. In addition, the company uses demographic information from its 5 million registered users to help its advertisers design targeted marketing campaigns and promotions. Founded by chairman and CEO Steven Golden as the Interactive Coupon Marketing Group in 1994, the company launched its coolsavings.com site in 1997. It changed its name the next year. Australian investment firm Lend Lease International owns 32% of the company, while director Richard Rogel owns 21%.

Top Competitors

Cybergold | e-centives | planet U

More Competitors

Exclusive information for members

Products & Operations By Segment

Exclusive information for members

News & Commentary

Hoover's News
Current Stories Mentioning coolsavings.com
(powered by NewsAlert)

Company Press Releases

Find Related Companies

Key Numbers

Nasdaq: CSAV (full quote)

Stock Chart

Fiscal Year-End:
December

1999 Sales (mil.): $12.9
1-Yr. Sales Growth:
1030.0%

1999 Net Inc. (mil.):
($16.9)
1-Yr. Net Inc. Growth: --

1999 Employees: 121
1-Yr. Employee Growth:
0.0%

Key People

Chairman, CEO, and President
Steven M. Golden

EVP, Finance, CFO, Treasurer, and Secretary
David H. Jacobson

EVP, Operations and Technology
John J. Adams

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has IT covered all day long.
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Multiple options No pressure!
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Coupons.com

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See a Demo

About us

Located in the heart of Silicon Valley, **Coupons.com** is a privately held company, whose executive team and investors share over 75 years of experience at all levels of electronic commerce. Having recognized the large gap between the number of people who use the Internet, but do most of their shopping in person, and those that shop online, **Coupons.com** set out to modernize the couponing industry. Every year, several hundred billion coupons are circulated in the United States. Nearly all using traditional print and distribution mechanisms.

By using the **Coupons.com** network, consumers can be assured of receiving **only** the coupons they have expressed an interest in, and manufacturers can begin to reduce the high costs incurred using the "scattergun" approach of traditional coupon distribution. Additionally, **Coupons.com** makes use of proprietary technology to mitigate potential fraud and misuse that, under ordinary circumstances, would be associated with electronic distribution of coupons.

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Coupons.com

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FAQs

Below we will be listing some of the most often asked questions about **Coupons.com**.

Can I run Coupons.com with America Online?
Can I print coupons when I'm not connected to the Internet?
How can I tell when there are new coupons?
Is there a limit to how many times I can print a coupon?
Why can't I download the Coupons.com software at work?
Will I get new coupons through my company's "firewall"?
Are you planning versions for Macintosh, Linux or Windows 3.1?
Will Coupons.com offer grocery/supermarket coupons?
How can a merchant provide coupons in the Coupons.com system?
How much does it cost to use the Coupons.com system?
If I want to uninstall Coupons.com, how do I do it?

Can I run Coupons.com with America Online?

- **Answer :** YES! However, if you are running Windows 95 and America Online version 3.0 or earlier, you must upgrade to America Online version 4.0 before you run the Coupons.com PASSport.

Back to questions or Download Now

Can I print coupons when I'm not connected to the Internet?

- **Answer :** Yes! Coupons.com's PASSport coupon book allows you to access and print your coupons whether or not you're online. You must, however, be connected to the Internet to 'refresh' (update) the coupons in your PASSport.

Back to questions or Download Now

How can I tell when there are new coupons?

- **Answer :** Once you have seen each coupon once, the yellow % sign in the lower right hand corner of your screen will stop flashing. When new coupons arrive, it will begin flashing again. The category tabs at the top of the PASSport window that contain new coupons will be underlined, and the subcategories containing new coupons (listed in the left pane of the window) will appear in bold.

Back to questions or Download Now

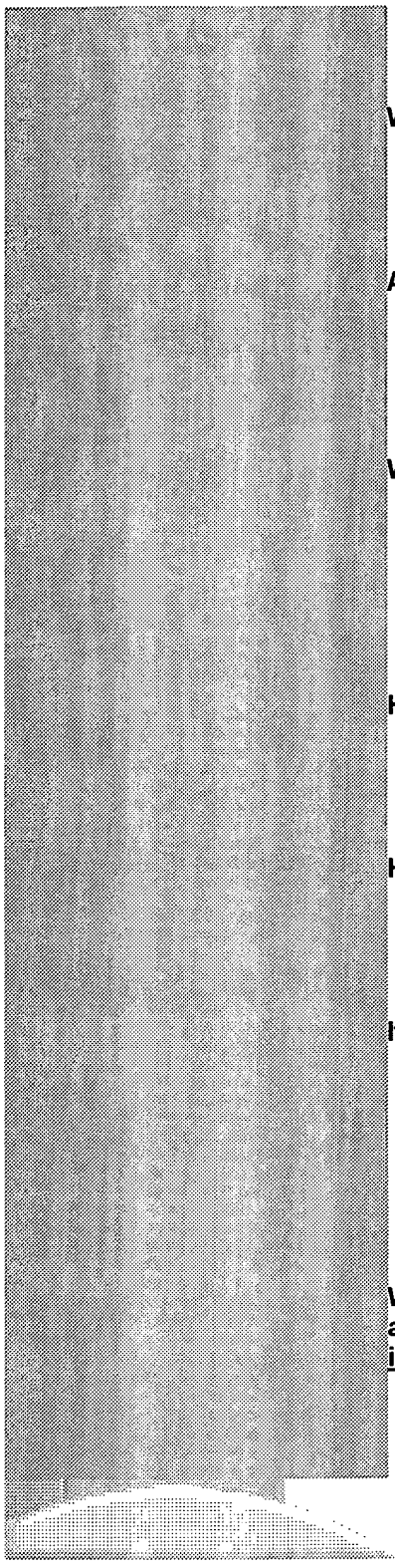
Is there a limit to how many times I can print a coupon?

- **Answer :** Individual coupon providers may set limits on how many times a consumer can print a coupon. Whether there is a limit, and what that limit might be, is determined solely by the provider.

Back to questions or Download Now

Why can't I download the Coupons.com software at work?

- **Answer :** You can. Some business environments use a protective "firewall" on their server, which may prevent downloading from certain locations (FTP servers). The Coupons.com PASSport coupon book can be downloaded through a firewall via an HTTP server by clicking



on the "Having trouble? Try here." link.

Back to questions or Download Now

Will I get new coupons through my company's "firewall"?

- **Answer :** Yes. Coupons.com's software refreshes (updates) easily through firewalls.

Back to questions or Download Now

Are you planning versions for Macintosh, Linux, WebTV or Windows 3.1?

- **Answer :** Yes. The Mac version is currently available, but we don't have a specific release date yet for Linux, WebTV or Windows 3.1.

Back to questions or Download Now

Will Coupons.com offer grocery/supermarket coupons?

- **Answer :** We already do! Since most supermarkets operate regionally, we offer grocery/supermarket coupons (under the Grocery tab) that are available in your specific area. If you don't see any coupons in the Grocery category of your PASSport coupon book yet, keep checking! More providers are joining Coupons.com every day!

Back to questions or Download Now

How can a merchant provide coupons in the Coupons.com system?

- **Answer :** Just send us an e-mail at merchants@Coupons.com. We'll send the details.

Back to questions or Download Now

How much does it cost to use the Coupons.com system?

- **Answer :** Coupons.com is free. 100% Free to consumers. Did we mention that it's free?

Back to questions or Download Now

If I want to uninstall Coupons.com, how do I do it?

- **Answer :** The Coupons.com PASSport comes with a built-in uninstaller utility. If you decide to uninstall your Coupons.com PASSport, double-click on the "unwise" file located in the same directory where you installed Coupons.com. The uninstaller works automatically. We're pretty sure, though, that once you try our system, you'll find it's a "keeper."

Back to questions or Download Now

We want to hear from you! If you have a question you would like answered, or would like to see listed here, send an email to inquiry@Coupons.com

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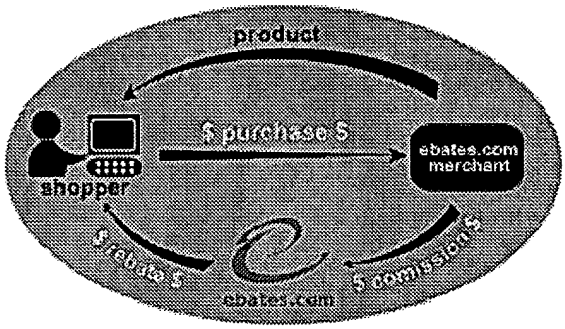
Employment Opportunities

Contact Us

Who We Are
ebates.com is the starting point for online shopping. Founded in December of 1998, we were the first online shopping portal to offer cash rebates on every purchase. We have since established ourselves as the internet shopper's best friend, serving millions of members and sending rebate checks to happy customers across the world, from America to Zimbabwe.

"ebates.com to the rescue! ebates.com is a great new website that's one of the first of its kind. ...ebates.com has brought together some of the best shopping sites on the web... and added an irresistible twist. ebates.com pays you up to 25 percent cash back on every purchase!"
-Netcom.com

How We Do It
ebates.com has assembled a community of online shoppers who spend millions of dollars a month at our over 300 partnered merchants. In return, these merchants offer us a sales commission for sending them so many shoppers. But here's where we are different; instead of keeping this money, ebates.com passes it along to you, our customer. So by starting all your online shopping with us, you turn someone else's sales commission into your rebate!



Our business model is based on earning revenue from advertising, allowing us to provide our consumers with the maximum cash rebates possible.

"ebates.com is operating on a tried-and-true model: providing incentives for sign-up and then using their user base for marketing leverage. The discounts are a great hook to draw shoppers in and the site itself is well-laid out and easy to use."
-Tom Dwyer, Aberdeen Group

Founders

Prior to founding ebates.com, Alessandro Isolani and Paul Wasserman enjoyed lengthy careers in the technology sector and as Deputy District Attorneys in Silicon Valley. Alessandro has extensive experience in prosecuting the fraudulent use of credit cards and has established a reputation as a skilled negotiator in settling complex cases. Paul founded the High Technology Prosecution Unit at the San Mateo County District Attorney's Office and successfully prosecuted numerous technology related crimes including computer network intrusion and theft of intellectual property.

Funding

ebates.com is backed by three of the valley's most preeminent venture capital firms. Foundation Capital, based in the heart of Silicon Valley, provided the initial startup capital for ebates.com in April of 1999. Paul Koontz, a General Partner at Foundation Capital, joined the ebates.com Board of Directors in order to provide guidance to ebates.com in its formative stages. Since that original investment, premier Silicon Valley VC firms Canaan Partners, August Capital and Rembrandt Partners have supplied additional funding. ebates.com's talented workforce and dynamic Board of Directors ensure that we'll keep finding new ways to deliver the best shopping experience possible to our customers.

Latest News

- 05/18/2000 - ebates.com Dot-Shopper Survey Results
- 04/18/2000 - Gator.com and ebates.com Team up to Combine Cash Rebates With Quick and Easy Check-Out
- 03/17/2000 - "Hair-brained " Idea Celebrates Being "In the Green" for ebates.com

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FAQ's

Rebates

1. What do I have to do to get a rebate?
2. Why do I have to use my ebates.com e-mail address?
3. Can I send and receive mail on my ebates.com account?
4. How long after I make a purchase will I see the rebate in my account?
5. Do all purchase qualify for a rebate?
6. What if I already have an account set up with a merchant?

Security and Privacy

7. Is my credit card safe?
8. Are my transactions secure when going through ebates.com?
9. What about my Privacy? Will ebates.com monitor what I do online?
10. Will ebates.com sell my information?

How it Works

11. When and How do I get my money?
12. Do gift certificates qualify for a rebate?
13. What if I want to return or cancel an order?
14. What if the ebates.com frame disappears while I am shopping?
15. How can I view my account and rebates?
16. How can I update my account information?
17. Must I enable cookies and how do I do it?
18. Can I use ebates.com if I live outside the United States and Canada?
19. Where does the rebate come from?

Company Questions

20. How does ebates.com make money?
21. What can I do to help?

NextCard

22. Can I only use my NextCard at ebates.com?
23. Do I have to use my ebates.com e-mail address when I apply for a NextCard?
24. What if I already have a NextCard Visa, can I still get the sign-up bonus?
25. What if I already have a NextCard Visa, can I still get the 10% off selected merchants?

26. Which merchants are eligible for 10% from NextCard?

1. Q: What do I have to do to get a rebate?
 A: To get a rebate, you must do two things.

 - First, start your shopping at www.ebates.com. Just sign up or if you are a member, log in, and click on any merchant you wish to shop with.
 - Then, when you are ready to check out from that merchant, be sure to enter your ebates.com email address where it asks for e-mail address information.

 If you do not do both of these things, you will not be credited with a rebate.

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2. Q: Why do I have to use my ebates.com e-mail address?
 A: Using your ebates.com.com email address enables us to track your order faster and more efficiently. All e-mail that is sent to your ebates.com address is instantly and automatically forwarded to your primary address.

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3. Q: Can I send and receive mail on my ebates.com account?
 A: No, the account is only activated to receive e-mail from the online stores while using ebates.com. All e-mail that is sent to you from ebates.com merchants will be forwarded to your primary e-mail address.

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4. Q: How long after I make a purchase will I see the rebate in my account?
 A: Depending on the merchant you place your order through, it can take anywhere from a few hours to one month for your account to be updated.

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5. Q: Do all purchase qualify for a rebate?
 A: With a few exceptions, all purchases made through ebates.com.com qualify for a rebate. You will receive a rebate only for the price of the goods purchased. No rebates will accrue for taxes, shipping charges or the portion of a purchase that is paid for with coupons, store credit, online currency, or gift certificates.

 The following are items that do not qualify for a rebate:
 Beyond.com: purchases of hardware. Dell Computers: any purchase of Dell products and services in which the transaction is substantially completed by telephone or by a Dell salesperson. More.com: purchases at Clearly Contacts. Auctions at all merchants, with exception of uBid, Mountain Zone, and Sporting Auction, are not eligible to earn rebates. Prescriptions from all merchants are not eligible as well, due to Federal/State laws and regulations. Monthly Deliveries, such as Wine-of-the-month clubs and Pet foods are not eligible for a rebate unless all months are paid for up front through ebates.com.

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6. Q: What if I already have an account set up with a merchant?
 A: If you already have an account set up with one of our merchants or

if you have purchased from them previously, be sure to change the email address that you have on file to reflect your ebates.com emails address.

Once you have updated your account with the merchant to reflect your ebates.com address, you can always use the nifty "one click checkout" option. Of course, you still need to access the merchant through www.ebates.com to receive your rebate.

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7. Q: Is my credit card safe?
 A: Ebates.com's mission is to provide you with the safest shopping site on the web. Founded by two former Deputy District Attorneys, ebates.com works hard to ensure that all transactions are safe. We guarantee that purchases made from ebates.com's merchants will never result in a loss to our members. See our security/fraud pledge here.

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8. Q: Are my transactions secure when going through ebates.com?
 A: Yes, our connection is in fact a secure SSL connection when you go to the checkout pages of any of our merchants. However, due to the fact that the merchant pages appear in a frame, the "padlock" icon does not appear at the bottom of your browser. Our engineers are aware of this and are working to fix this so as not to confuse our members. As mentioned above, we fully guarantee the use of your credit cards when shopping through ebates.com.

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9. Q: What about my Privacy? Will ebates.com monitor what I do online?
 A: In the course of crediting our member's accounts with rebates, we collect data regarding shopping patterns. Beyond generalized shopping behavior, we do not monitor where you go or what you do online.

return to top

10. Q: Will ebates.com sell my information?
 A: No. ebates.com will not sell any of your personal information to outside agencies. We at ebates.com are committed to maintaining our user's privacy. Please click here for detailed information

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11. Q: When and How do I get my money?
 A: Rebates are paid every three months for purchases made during the prior period as follows:

Purchases made by:	June 30	September 30	December 31	March 31
Rebate check sent:	August 14	November 15	February 15	May 15

All rebates are sent out in the form of a check to the address entered in your account information.

A minimum of $5 is required for us to send a check each quarter. If an account has less than $5 at the end of a quarter, the rebates will transfer into the next quarter.

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12. Q: Do gift certificates qualify for a rebate?
 A: Unfortunately, ebates.com cannot give rebates for the portion of a purchase that is made with gift certificates. Nor, can we give rebates for the purchasing of gift certificates, with the exception of those

purchased at Spa Wish.

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13. Q: What if I want to return or cancel an order?
A: In the case of returns or cancellations, ebates.com will reverse any rebate from that sale. You may return your purchase in accordance with the return policy of the merchants from whom you purchased your products.

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14. Q: What if the ebates.com frame disappears while I am shopping?
A: For some of our merchants, the ebates.com banner will not always appear while you are shopping through ebates.com. As long as you have entered the affiliated site through ebates.com and use your ebates.com address to check out, you will have no problems receiving your rebates.

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15. Q: How can I view my account and rebates?
A: To view your account and rebates simply go to www.ebates.com and click on the "account info" tab. Log in, and it will take you to your account page. If you click on "view order history" you will be given a summary of your purchases. If you click on "account history", you will be given a summary of your rebate payments. "Edit account" will allow you to change any personal information, including primary e-mail address, password, and address information.

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16. Q: How can I update my account information?
A: To update your account information, including changing address or passwords, simply go to www.ebates.com and click on the "account info" tab. Log in, and this will take you to your account page. Once you are here, click on "edit account". Here you will be able to change all of the personal information you have listed with us.

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17. Q: Must I enable cookies and how do I do it?
A: Cookies are small text files that a web-site can use to write to your computer. Cookies are used by many of our merchants to identify you as an ebates.com member. Cookies are completely safe and harmless as used by us and our merchants.

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18. Q: Can I use ebates.com if I live outside the United States and Canada?
A: Yes. As long as the merchant will ship to the desired address, members can live anywhere. However, keep in mind that all rebates are paid by check in US dollars.

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19. Q: Where does the rebate come from?
A: When you come to ebates.com and click on a link to one of our merchants, they pay ebates.com a percentage of the sale. Think of it as sales commission. Ebates.com converts this commission into a rebate, passing the money on to you.

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20. Q: How does ebates.com make money?
A: Ebates.com is dedicated to the idea of giving our members maximum value and this is why we pass our commissions on to you. Therefore, we derive our income primarily from marketing partnerships with our merchants and from advertising.

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21. Q: What can I do to help?
 A: Let all your friends know about the great benefits of being an ebates.com member! Click here to see the benefits that you get for signing up your friends.

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22. Q: Can I only use my NextCard at ebates.com?
 A: No, your new NextCard Visa can be used anywhere online or offline where Visa cards are accepted. However, NextCard does offer special deals for users shopping through ebates.com, as well as special protections for Internet shopping.

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23. Q: Do I have to use my ebates.com e-mail address when I apply for a NextCard?
 A: Yes.

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24. Q: What if I already have a NextCard Visa, can I still get the sign-up bonus?
 A: Unfortunately, we cannot extend this offer to people who already have a NextCard. However, we are working with NextCard to offer additional savings for people who already have a NextCard, whether or not they signed up through ebates.com.

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25. Q: What if I already have a NextCard Visa, can I still get the 10% off selected merchants?
 A: As long as you have applied for your NextCard through ebates.com, yes, you still get the 10% off. Next Card will contact you and give you the option to upgrade to our ebates co-branded card, which will qualify for the extra 10% off. Unfortunately, if you have not applied for your NextCard through ebates.com, you are not eligible for the additional discounts.

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26. Q: Which merchants are eligible for 10% from NextCard?
 A: The merchants that are eligible as of now are garden.com, art.com, ebags.com, borders.com and bigstar.com.
 Click here to find out how to get 10% off from NextCard

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Contact:
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Colette Sandstedt
Public Relations
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colette@cybergold.com
(510) 845-5000 x115

CyberGold Receives U.S. Patent for "Attention Brokerage"

Patent Gives Company Broad Protection Over

Online Rewards and Compensation Programs

BERKELEY, Calif. Aug. 24, 1998 – CyberGold announced today that on August 11 the company received United States Patent 5,794,210 for "Attention Brokerage and Orthogonal Sponsorship," giving CyberGold broad protection over the distribution of online incentives to consumers interacting with Internet advertisements.

The patent gives CyberGold the sole right to pay consumers online incentives – including cash, points, frequent flyer miles or other forms of compensation – whenever consumers demonstrate that they have paid attention to an ad or marketing message or participated in an online loyalty program. The patent covers systems and methods for attention brokerage in an electronic information delivery network using incentives or compensation.

The patent also covers another CyberGold invention called "Orthogonal Sponsorship," which

allows advertiser-sponsors to detach their ads from specific program content and explicitly target their audiences. For example, a consumer earns a CyberGold cash incentive for participating in an online focus group, then turns around and buys a CD from a Web site with that cash.

"We are interested in licensing CyberGold technology to any company offering rewards or incentives for consumer actions on the Web," said Nat Goldhaber, CyberGold chief executive officer (CEO). "Right now we are studying the infringement issues, but our attitude is 'Come on in.' We want to encourage the continued growth of the incentives market by making attention brokerage affordable for companies currently offering online rewards that may be infringing on our patent."

The patent solidifies CyberGold's role in empowering online consumers and in helping advertisers cut through online noise. So far, CyberGold, the premiere online incentives marketing company, has matched up hundreds of advertisers and marketers with over 780,000 CyberGold accountholders. CyberGold accountholders receive cash rewards for paying attention to the advertisers' online marketing messages.

Consumers use their CyberGold by opening CyberGold accounts and filling them with cash incentives. They earn incentives for viewing advertisements, visiting Web sites, downloading software or information, or making purchases. Users can then transfer their cash to a personal Visa card, a bank account or a non-profit organization. CyberGold receives a fee on the transactions.

"The Attention Economy is thriving," said Goldhaber. "Armed with the power of the mouse, consumers can now avoid advertising like never before. As more companies move onto the Web and realize the potential power of Internet marketing, CyberGold solves the problem of how to capture consumer attention and create loyalty in cyberspace."

About CyberGold, Inc.

CyberGold is the premiere online incentives marketing company, allowing individuals to earn and spend money on the Internet. CyberGold delivers measurable, pay-for-performance results for clients' online advertising campaigns.

CyberGold, Inc. is a privately held company in Berkeley, Calif. It was founded in 1995 by Nat Goldhaber with backing from marketing legends Jay Chiat, Regis McKenna and Peter Sealey. More information is available at http://www.cybergold.com

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cybergold

The Cybergold Financial Section

investor relations

investor relations

Overview
Stock Quote
Stock Chart
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Click here to view the
Cybergold 1999 Annual Report

Company Overview

Cybergold rewards online consumers with cash for making purchases, downloading free software, registering for online services, or simply visiting a Web site. More than 200 online merchants, including Disney, AOL, E*Trade, Autobytel and MBNA have used Cybergold's incentives program to acquire new customers cheaply and efficiently. Cybergold works with its merchant partners to reduce their cost of customer acquisition up to 50%. These same merchants enjoy no-risk advertising with Cybergold, paying only when a Cybergold member completes a transaction.

Cybergold's member rewards are liquid, meaning members have the unique ability to transfer their newly-earned cash onto a VISA credit card, into their bank account, or spend it with one of more than 50 merchants on the Web.

Micropayments: Spend What You Earn

What enables this earn-and-spend loop is a comprehensive Micropayments system which enables online transactions involving amounts as low as a few cents. This allows consumers to spend the cash they earn on MP3 music, software and other digital content. Consumers can also donate any amount of their Cybergold to a number of non-profit organizations directly via the Internet.

Shareholder Information

Exchange

NASDAQ

Stock Quote (CGLD)

$8\ ^1/_2 + ^1/_8$ (+1.49%)

Minimum 15 minutes delayed

Click for Pop-up Quote

Listed Security

CGLD Common Stock



Quick Facts

Number of Employees:	Approximately 140, located in Oakland, Washington D.C., Dallas, and New York
Number of Members as of April, 2000:	More than 7 million
Membership Registration Fee:	FREE
Year Founded:	1995
IPO:	September 23, 1999
Representative Earn Merchants:	Autobytel, Disney, NetMarket, DiscoverCard, DoubleDay, ESPN, AOL, CDNow, Rolling Stone
Representative Spend Merchants:	@Home Network, Animation Factory, Axis 3D, GoodNoise, Nolo Press, ZDNet, RI Soft Systems, CDWorld, Kagi, Dark Again, Laser Trax, PhotosToGo
Investors:	Intel, Alta Partners, VantagePoint Venture Partners, Alafi Capital
Strategic Partners:	VISA, MBNA, CyberSource, First National Bank of Omaha, TRUSTe
Patents:	#5,794,210 - Attention Brokerage #5,855,008 - Privacy Management
Digital Content available at Cybergold:	MP3 music files, sheet music, photographs, maps, games, stock tips, shareware, software, recipes, instruction manuals, articles, video files, photographs, other music formats, fiction.
NASDAQ Trading Symbol:	CGLD

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DIALOG
6/20/00

```
File 278:Microcomputer Software Guide 2000/May
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File 256:SoftBase:Reviews,Companies&Prods. 85-2000/May
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Set     Items   Description
S1        120   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
              ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
              REBAT??? OR VOUCHER? ?)
S2     310042   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
             KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S3     563074   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
             ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
             ??? OR SCAN???? OR PERUS???? OR RECEIV???
S4      45230   PRINT??? OR (HARD OR PAPER)(W)COP???
S5          3   S1(S)S2(S)S3(S)S4
S6      18293   S2(3N)S3
S7          3   S1(S)S6
S8          3   S7 NOT S5
S9         39   S1(S)S2
S10        36   S9 NOT S5
S11        33   S10 NOT S8
S12        31   RD (unique items)
S13        22   S12 NOT PY=1999:2000
S14        37   S1(S)S3
S15        23   S14 NOT S10
S16        21   RD (unique items)
S17        12   S16 NOT PY=1999:2000
?
```

All considered

resellers, and the company plans to assist them with direct-to-Microsoft **e**-mail, training **vouchers** , and an application for customer presentations.

13/3,K/21 (Item 10 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00042870 DOCUMENT TYPE: Review

PRODUCT NAMES: EDI (830052); E-Mail (830031)

TITLE: E-mail at Your Service
AUTHOR: Littman, Jonathan
SOURCE: Corporate Computing, v1 n4 p148(5) Oct 1992
ISSN: 1065-8610

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19990830

VIP Express, Lotus Express, Visual Basic, and Arbiter helped Nordstrom, the department store, design a merchandise supply **system** that helps sales associates find just the perfect item for the customer. The new **system** is in keeping with Nordstrom's policy of `customer above all' retailing. Nordstrom has not been the retail industry leader in automating services, but when...
...took action to reverse the trend. The effort started with the brainstorm of an employee. The company started out by using an existing e-mail **system** , with added screens, to provide electronic invoices and shipping forms like those on EDI **systems** , making them available to all suppliers. Other **incentives** to use **electronic** processing of orders followed, resulting in greater product availability and improved customer satisfaction. Nordstrom is happy with its ersatz EDI **system** , and sees no reasons to replace it with canned, more expensive EDI functions.

13/3,K/22 (Item 11 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00032308 DOCUMENT TYPE: Review

PRODUCT NAMES: Health Claims (830389)

TITLE: A Wise choice for your practice?
AUTHOR: Strahan, Herman
SOURCE: Computers in Healthcare, v13 n2 p51(3) Feb 1992
ISSN: 0745-1075

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19990530

...EMC are enumerated here: freedom from paper, as well as savings on postage and forms, resubmission cost, and clerical staff salaries. Medicare agencies offer special **incentives** for **electronic** claims filers, such as daily issuance of reimbursement checks, and verification reporting of claims acceptance. (Penalties for paper filing may be anticipated eventually.) The initial costs of electronic filing are not extraordinary, and may be negligible for practices already owning a **computer** and modem. Cost savings are realized quickly. These details, specific to the State of

Illinois, are applicable to virtually any locale.
?

13/9/3 (Item 3 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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08326220
CYBERSPACE COUPONS READY FOR STUDENTS' CLIPPING
San Jose Mercury News (SJ) - Wednesday, November 22, 1995
By: Gannett News Service
Edition: Morning Final Section: Getting Ahead Page: 6F
Word Count: 118

TEXT:
If you think the Internet wasn't cut out for coupons, think again.

A company called e-Coupons is looking to college students to try this time-tested marketing technique in cyberspace. ''We're focusing on campuses because students are much more wired than any other generation,'' e-Coupons' Stacie Orell said.

Launched at the University of Michigan, Ann Arbor, the **e -Coupons** Web site w (http://www. **e - coupons** .com) features lists of participating campus merchants, including music stores and coffeehouses. Students click on shop names to get a printable picture of a coupon on their **computer** screens. Students take coupons to shops for discounts or free samples; in return, they fill out a demographic profile and answer questions about product use.
N

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00104633 DOCUMENT TYPE: Review

PRODUCT NAMES: Transact 3.0 (612995); FarSight (679003); Customer Activity Analysis (679011); NCR DecisionNet (679038)

TITLE: The new ROI in point of sale
AUTHOR: Frank, Diane
SOURCE: Datamation, v43 n11 p73(4) Nov 1997
ISSN: 0011-6963
HOMEPAGE: http://www.datamation.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Transact Internet 3.0 from Open Market and FarSight from Videoactv Studios are two **point** of **sale** (**POS**) products used to link one company's product with another. Walmart and MacDonalds, for example, have teamed up to sell MacDonalds' food products to customers when they reach the cash register at a Walmart. Disney's Web site store is using Open Market's Transact Internet software to make sales of its products on other Web sites as well. Transact includes Digital Offers, a component that links customers directly to a transaction point so that they can make a purchase. **Digital Coupons** also comes with the program. Marketers are not just waiting for the customer to come to them in order to cross-market companion products at the cash register or Web site. NCR has developed its Customer Activity Analysis camera and NCR DecisionNet software so that stores can track the activities of individual shoppers, feed information about the customer into their databases, and offer the customer products geared towards the shopping interests displayed by the customer. Banks such as Wells Fargo and

Chase Manhattan are using this technology to track behavior of customers in their branch offices. Not only can companies use this technology to streamline their operations or offer customers tailor-marketed items, they can also use information to instantly change prices of particular products depending on real-time customer demand. NCR makes a product labeling program geared towards making these kind of price changes.

COMPANY NAME: Open Market Inc (598186); Videoactv Studios (638145); NCR Corp (552798)
SPECIAL FEATURE: Screen Layouts
DESCRIPTORS: Point of Sale; Retailers; Sales Management; Banks
REVISION DATE: 19990228
?

5/3,K/1 (Item 1 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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10269250
REBATE DEBATE: CONSUMERS GET BLANK INSTEAD OF A CHECK
San Jose Mercury News (SJ) - Sunday, September 26, 1999
By: CATHERINE GREENMAN, New York Times
Edition: Morning Final Section: Computing + Personal Tech Page: 1E
Word Count: 1,929

...allowed the customer at least two weeks to send in the correct code.

Long history

Mail-in rebates have long been a part of the **computer** industry. Software can include rebates for $5 to $20, while **printer** and **scanner** manufacturers might offer $50 back on a $149 product. But the latest incarnation of offers, where customers can get up to $400 back on new **computers** when they sign up with an Internet service provider, have significantly upped the stakes in the **rebate** game.

America **Online** , for example, has formed agreements with several computer manufacturers, like Compaq and Packard Bell, to offer $400 rebates when a customer commits to three years...

5/3,K/2 (Item 2 from file: 634)
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07770014
USE OF PERSONAL DIGITAL ASSISTANTS WILL OPEN NEW MARKETS FOR BUSINESS
San Jose Mercury News (SJ) - Monday, September 26, 1994
By: BURT CUMMINGS AND PAUL BENDIX
Edition: Morning Final Section: Business Monday Page: 7D
Word Count: 1,112

... supposedly internal information. Let's say that you jot down a grocery list on your PDA, then go to a supermarket. You could plug your **device** into a **kiosk** at the store entrance and the PDA could organize your list by aisle and **display** a map with the location of every item. Again, most supermarkets already have such stock and **display** information on-line, but they only use it internally. With PDAs, markets could even issue " **electronic coupons** " that could be **downloaded** at the register for instant discounts -- a paperless and probably cheaper alternative to handling **printed** coupons.

As companies use technology to re-engineer customer processes, devices such as PDAs will reach new markets. Today's personal computers are geared to...

5/3,K/3 (Item 1 from file: 256)
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00122107 DOCUMENT TYPE: Review

PRODUCT NAMES: coolsavings.com (769461); e-centives (675211); dash (789224); Mercata.com (789151); MobShop.com (789178)

TITLE: Shop and Earn: Online merchants want your business -- and they're...
AUTHOR: Yurko, Chris
SOURCE: FamilyPC, p90(2) Feb 2000

ISSN: 1076-7754
HOMEPAGE: http://www.family.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20000418

Many World Wide Web sites are highlighted that 'pay' users to shop. **Online coupons** are far and away the most popular incentive program on the Internet and are implemented either as **e -coupons** applied directly to purchases made on the Web or as coupons that people can **print** and redeem at brick-and-mortar stores in their local areas. Each coupon has a specific method for delivery. Some, including ValuePass and CoolSavings, require the user to **download** a coupon manager to the desktop. Value-mail, on the other hand, e-mails participants between 30 and 40 coupons every two or three weeks...

...e-centives does not offer its own coupons but directs users to special deals offered by member merchants. dash, a rebate site, requires users to **download** a Dash toolbar to earn between 1 and 50 percent of purchase prices at participating dash stores, but dash will only mail a check if...

...price drops. For instance, one group of 41 people was able to reduce the price of the Palm III from $249 to $139.95. Point **system** sites include FreeRide, PointClick.com, and CyberGold.
?

5/9/2 (Item 2 from file: 634)
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07770014

USE OF PERSONAL DIGITAL ASSISTANTS WILL OPEN NEW MARKETS FOR BUSINESS

San Jose Mercury News (SJ) - Monday, September 26, 1994
By: BURT CUMMINGS AND PAUL BENDIX
Edition: Morning Final Section: Business Monday Page: 7D
Word Count: 1,112

MEMO:
Viewpoint

Paul Bendix creates speeches and marketing materials for electronics and biotechnology companies from his Palo Alto office. Burt Cummings is a partner in a Palo Alto consulting group that specializes in designing and executing marketing and product plans.

TEXT:
IN THE next few years, technology will reveal the shortsightedness of a philosophy we generally regard as visionary: process re-engineering. Gradually, portable electronics will force the service sector to expand its definition of a "process" and how to engineer it.

Behind all this are personal digital assistants, electronic note pads and personal communicators (the names are interchangeable and vary weekly). These devices could eventually account for a business 10 times larger than today's PC market. Companies such as Apple, General Magic, AT&T, Motorola, Sony, Geoworks, Sharp, Tandy, Casio and others are investing heavily in PDAs. Eventually, PDAs could bring a windfall to the Bay Area.

PDAs have had early, well-publicized problems with handwriting recognition and system software, but they are pioneering products. They are beyond the "pioneering-concept" stage of, say, interactive television (no ITV controller has yet braved the market). Even first-generation PDAs clearly handle information in a free-form style that is unknown in PCs.

They link records and make it hard to lose facts. With the next generation of PDAs, users will write down a bridge toll, for example, and over time the system will "learn" where to store it. And when someone looks up a client's phone number, the PDA will remember that the user also needs details of the client's latest orders.

These small portable devices that capture, organize and communicate information will spark a revolution. That's because for service companies the next frontier of process re-engineering will lie outside the corporate walls. Firms will expand and strengthen their relationships with customers and suppliers in unprecedented ways -- and PDAs will give them a badly needed tool.

Consider what virtually any medical facility could do by lending PDAs to patients. Even in written form, a doctor's orders can be confusing, and many patients have trouble tracking medication and managing their own programs -- a problem often compounded by factors such as age and language. With millions of medical transactions occurring annually, such misunderstandings must be costly.

PDAs can present detailed information, such as diagrams of how to stretch your back, and they can communicate in any language. And a patient can record what he or she has done simply by pressing the screen to turn the device on, then touching a graphic of a capsule or a figure exercising. To send this information back to the doctor, the patient can periodically plug the PDA into a phone jack or have a clinic receptionist connect the PDA to a desktop PC. It all adds up to better-managed care -- a win for everyone.

The point is that no matter how much an organization has already

downsized, outsourced or re-engineered its internal operations, some of the biggest gains will come from extending the process to customer relationships. For example, let's say a national florist service decides to re-engineer its operations.

Typically, it will try to boost efficiency by focusing on internal issues such as how long 800-number callers stay on hold. But the company also can turn its attention to the outside and re-engineer how people order flowers. By making it easy to place more orders through PDAs, PCs or even faxes, both costs and errors plummet, and there's an opportunity for expanded services and increased customer satisfaction.

The PDA user only needs to enter "send flowers to wife," and the device handles the rest -- boosting convenience for the customer, efficiency for the vendor. In confirming your order, the florist could send your PDA a graphic illustrating the arrangement you just bought, what's on special next month or whatever. The possibilities are endless.

Ordering tickets to a popular event by phone can be moderately grueling, and the customer has little or no control over seating assignments. But imagine an electronic service that already has your customer profile, as well as specific instructions such as "alert me when the Giants play the Dodgers at home" or "next time Andre Watts performs with the symphony, purchase two tickets under $30 each." You could automatically schedule dates in conjunction with the calendar software on your PDA or PC. And you could demand to see a seating plan of the stadium or hall.

A well-designed electronic service gives the customer more options and increases satisfaction, while saving time and money for all concerned. PDAs, with their compactness and simplified interface, can make such services available to a truly mass market. But first we must overcome our limited perceptions of PDAs and other devices.

For example, there is no particular reason pagers should remain associated with vertical professions, such as doctors, couriers and even drug dealers. If all executives had pagers and the airlines had their pager numbers, today's business travelers would waste less time in airports. In this case, it's a matter of simply coupling an existing information resource (an airline reservation system) with a proven low-cost technology (pagers). And in the future, PDAs coupled with lightweight wireless modems and software agents will inform you that "your flight has been canceled, but there's a seat on the 6 p.m." -- and let you respond on the spot.

By skillfully applying PDAs, businesses will find many new and profitable uses for supposedly internal information. Let's say that you jot down a grocery list on your PDA, then go to a supermarket. You could plug your **device** into a **kiosk** at the store entrance and the PDA could organize your list by aisle and **display** a map with the location of every item. Again, most supermarkets already have such stock and **display** information on-line, but they only use it internally. With PDAs, markets could even issue " **electronic coupons** " that could be **downloaded** at the register for instant discounts -- a paperless and probably cheaper alternative to handling **printed** coupons.

As companies use technology to re-engineer customer processes, devices such as PDAs will reach new markets. Today's personal computers are geared to information producers, but PDA-type devices will appeal to the much larger population of information consumers. Students, executives, homemakers -- people who are used to reviewing and discarding information -- will feel at home with PDAS.

Today, we are seeing a convergence of more than technologies. Social and business trends are creating a need for a new breed of compact, versatile information devices. Our challenge is to see where the products and the trends intersect.

CAPTION:
Photos (2)
PHOTO: Bendix

(940926 BM 7D 1)

PHOTO: Cummings

(940926 BM 7D 2)

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DESCRIPTORS: ELECTRONICS; COMPUTER; TECHNOLOGY; OPINION
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8/3,K/1 (Item 1 from file: 634)
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10511003
UMAX, 2 OTHER FIRMS TO MODIFY COUPON USES
San Jose Mercury News (SJ) - Tuesday, January 11, 2000
By: Compiled from Mercury News staff writers, the Associated Press, Bloomberg News and the Washington Post
Edition: Morning Final Section: Business Page: 2C
Word Count: 136

Umax, a manufacturer of **digital** products, offered **rebates** up to $50 on certain models of **computer scanners** . They were supposed to be paid to consumers within 12 weeks of a request. But the agency said it often took up to five months...

8/3,K/2 (Item 2 from file: 634)
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05018802
SUPERMARKETS GO ELECTRONIC TO WOO CONSUMERS
SAN JOSE MERCURY NEWS (SJ) - Wednesday, March 8, 1989
By: Sam Gugino column
Edition: Morning Final Section: Food Page: 5D
Word Count: 692

...in our stores as well as the composition of many foods.''

The third factor, according to Brown, involves new technologies such as automatic cash machines, **electronic coupon** dispensers, **electronic** shelf **display systems** for prices and ''smart cards'' for electronic payment.

(box)

The electric ''Mart Carts'' that Franco's PW Super bought can be used by anyone with...

8/3,K/3 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00106772 DOCUMENT TYPE: Review

PRODUCT NAMES: Microsoft Site Server Enterprise Edition (658057); Netscape Merchant System 1.6 (642541); Domino.Merchant (653411); Transact 3 (612995); Net.Commerce (627291)

TITLE: Electronic Commerce Software
AUTHOR: Staff
SOURCE: Network VAR, v5 n11 p69(3) Nov 1997
ISSN: 1082-8818

RECORD TYPE: Review
REVIEW TYPE: Product Comparison
GRADE: Product Comparison, No Rating

REVISION DATE: 20000130

...sites can also be created with the Web Publishing Wizard, and the provided Visual InterDev tool can develop dynamic Web sites and database connections. Merchant **System** stores and **shows** product information for

browsing and purchase selections. It has an open, extensible architecture, with a staging server that allows merchants to peruse Web site content. Marketing and promotional features included are **instant** buy, discounts, **coupons** , and integrated multimedia. Domino.Merchant, an application framework includes SiteCreator, Merchant Template Library, and AppAssembler. It replicates catalogs and information to VARs and distributors. Transact 3.0 provides secure payment, full order management, and online customer service, with SecureLink Commerce Objects for **digital coupons** , offers, receipts, and queries. Net.Commerce can guide buyers to particular catalogs and prices for their shopping groups using a user ID and password for...
?

13/3,K/1 (Item 1 from file: 634)
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08655007
COPYRIGHT BILL BEFORE CONGRESS WOULD CRIPPLE THE NET'S POTENTIAL
San Jose Mercury News (SJ) - Monday, June 3, 1996
By: GARY CHAPMAN
Edition: Morning Final Section: Business Monday Page: 3E
Word Count: 862

...newspaper clippings to their daughters in the mail.

The bill would make Internet service providers criminally liable for any unauthorized material that passes through their **systems** on its way to an end user, in effect turning **system** administrators, ISPs, long-distance carriers and local telephone exchange companies into **Internet** cops.

Creative **Incentive** Coalition

Supporters of the bill have united in a group called the Creative Incentive Coalition. They argue that the Internet will never live up to...

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08601203
RIVALS LINK UP TO OFFER E-CASH CARDS
San Jose Mercury News (SJ) - Wednesday, April 10, 1996
By: New York Times
Edition: Morning Final Section: Business Page: 1C
Word Count: 937

... cash and reduced costs from fewer tellers. And they see even more lucrative opportunities in the future as these so-called smart cards - cards with **computer** chips on them - are used for a wide range of applications, including **electronic** supermarket **coupons** , paperless airplane tickets, electronic medical records and automatic storage of the myriad passwords needed to use the Internet.

As electronic cash, the cards are meant...

13/3,K/3 (Item 3 from file: 634)
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08326220
CYBERSPACE COUPONS READY FOR STUDENTS' CLIPPING
San Jose Mercury News (SJ) - Wednesday, November 22, 1995
By: Gannett News Service
Edition: Morning Final Section: Getting Ahead Page: 6F
Word Count: 118

Launched at the University of Michigan, Ann Arbor, the **e -Coupons** Web site w (http://www. **e - coupons** .com) features lists of participating campus merchants, including music stores and coffeehouses. Students click on shop names to get a printable picture of a coupon on their **computer** screens. Students take coupons to shops for discounts or free samples; in return, they fill out a demographic profile and answer questions about product use...

13/3,K/4 (Item 4 from file: 634)

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08172149
FORCING CHILDREN TO STAY IN PUBLIC SCHOOL IS NO ANSWER
San Jose Mercury News (SJ) - Wednesday, June 21, 1995
Edition: Morning Final Section: Extra 2 Page: 2
Word Count: 954

It is not selfish or stupid to provide one's own children with the best possible education. However, under our current **system** only upper-income families can avail themselves of all available options. Giving poor and middle income families the same opportunities, i.**e** ., via a **voucher system** (for example) would force public schools to raise their academic standing immediately.

Billie Juday
San Jose
MANY WITH HEARING LOSS DO NOT USE SIGN LANGUAGE...

13/3,K/5 (Item 5 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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07801211
U.S. CONGRESS 16TH DISTRICT SPENDING ON ENTITLEMENTS: HOW CAN IT BE CONTROLLED?
San Jose Mercury News (SJ) - Thursday, October 27, 1994
By: San Jose Mercury News Staff Writers Mike Cassidy, Jeff Gottlieb and Laura Kurtzman compiled this report. Responses from the candidates were delivered in written statements.
Edition: Morning Final Section: Front Page: 24A
Word Count: 983

... government are about equal to the federal debt of $4.2 trillion. After people have spent the tax money they have put into the entitlement **system** over their lifetime, we should inform them of such. At least, it is these people who will have to bear the unpopular and significant cut...

... to maintain basic safety net programs so that no one will be thrown out on the street. As a long-term objective, we must provide **incentives** (**e** .g., the elimination of taxes on capital gains income) for Americans to become economically self-sufficient and thus reduce reliance on government programs.
U.S...

13/3,K/6 (Item 6 from file: 634)
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07655070
DIGITAL EQUIPMENT FREEZES PAY
San Jose Mercury News (SJ) - Friday, June 3, 1994
By: Bloomberg News Service
Edition: Stock Final Section: Business Page: 5E
Word Count: 275

... said, however, that performance-based incentive plans will continue, affecting mostly executives and sales representatives. He didn't know how many employees would come under **incentive** plans.

Digital Equipment, the nation's No. 3 **computer** maker, had 85,000 employees as of the end of March.

The wage freeze "is part of our previously announced plans to cut costs and...

13/3,K/7 (Item 7 from file: 634)
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06606299
CAMPBELL'S ENERGY SAVINGS AWARDED
San Jose Mercury News (SJ) - Wednesday, April 15, 1992
By: Mercury News Staff Report
Edition: Morning Final Section: West Extra Page: 6
Word Count: 182

... 50 percent reduction in natural gas costs and overall energy costs by $28,000 a year.

The city's efforts have also resulted in direct **rebates** from PG&E . Stollenwerk said the city has received more than $10,000 in rebates for converting to more energy-efficient equipment and **systems** .

13/3,K/8 (Item 8 from file: 634)
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06072187
PG&E REBATES PAY OFF SAVING ENERGY HAS ITS BENEFITS
San Jose Mercury News (SJ) - Tuesday March 12, 1991
By: DALE RODEBAUGH, Mercury News Staff Writer
Edition: South County Section: Local Page: 1B
Word Count: 490

... half-hour. So we save seven minutes of cooling time," said Mike Mantelli, a Christopher Ranch employee.

The savings add up, Mantelli said. The PG&E **rebate** , plus the $10,000 Christopher saved on his electric bill for refrigeration last year, practically paid for the $30,000 **computer system** , he said.

David Head, who oversees the PG&E agricultural **rebate** program in Santa Clara County, said Christopher's **computer system** saved more than 238,000 kilowatt hours of electricity last year. That amount of electricity would serve 36 families for a year.

According to the...

13/3,K/9 (Item 9 from file: 634)
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05743127
STATE REVIVES INCENTIVES FOR ENERGY CONSERVATION
SAN JOSE MERCURY NEWS (SJ) - Thursday, August 30, 1990
By: ED POPE, Mercury News Consumer Writer
Edition: Morning Final Section: California News Page: 1E
Word Count: 699

...said John Fox, manager of energy efficiency services.

PG&E will spend $102.8 million to help finance the purchase and installation of energy-efficient **appliances** and other **devices** by residents, businesses and industries through a program of **rebates** . Because PG&E and the PUC had anticipated setting up such a program, they

had already built an increase into customer rates to cover all but $39 million...

... said the utility will buy energy-efficient appliances and other conservation devices outright for those who cannot afford them. But for most residents, even with **rebates** from PG&E , the initial investment in such things as fluorescent bulbs will be higher. They cost five times as much as an incandescent bulb, but they last...

13/3,K/10 (Item 10 from file: 634)
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05081883
GROCERIES WOO 'FREQUENT BUYERS'
SAN JOSE MERCURY NEWS (SJ) - Monday, October 9, 1989
By: MARTHA GROVES, Los Angeles Times
Edition: Morning Final Section: Business Monday Page: 12D
Word Count: 850

... the other program, shoppers accrue points that can be redeemed for items. Catalina sends customers a monthly statement.

Catalina Marketing for years has operated an **electronic coupon system** -- already in place in Ralphs and Lucky -- that allows marketers to directly target customers who buy competitors' products. If a shopper buys a particular brand of cat litter, for example, a **computer** at the check stand prints out a coupon for a participating competitor's brand that can be used on another shopping visit.

For Lucky, which...

13/3,K/11 (Item 11 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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03552050
ELECTRONIC MARKETING COMPUTERS DO EVERYTHING BUT EAT THE FOOD
SAN JOSE MERCURY NEWS (SJ) - Wednesday, July 2, 1986
By: CAROLE SUGARMAN, Washington Post
Edition: Morning Final Section: Food Page: 1D
Word Count: 1182

... supermarket will spit out any of the coupons you desire. And all you have to do is touch the screen.

Safeway is experimenting with Coupon **Systems** Inc.'s machines in its stores in San Francisco and Washington state, and the surveys show ''a strong interest'' and an increase in redemptions, according to Felicia del Compo, spokeswoman for Safeway's corporate headquarters in Oakland. (Some **electronic coupon** -dispensing companies have been unsuccessful, however, and already have gone out of business.)

Other companies are experimenting with incorporating additional capabilities into their coupon-dispensing...

13/3,K/12 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00106724 DOCUMENT TYPE: Review

PRODUCT NAMES: Quicken TurboTax Deluxe Windows (636649); Quicken MacInTax

Deluxe (644663); Kiplinger TaxCut Deluxe Multimedia 1997 Windows (644625)

TITLE: Tackle Taxes
AUTHOR: Keizer, Gregg
SOURCE: FamilyPC, v5 n3 p101(2) Mar 1998
ISSN: 1076-7754
HOMEPAGE: http://www.family.com

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: A

REVISION DATE: 20000519

...double-check for accuracy, and print or send the returns to the IRS. TurboTax (MacInTax in the Macintosh versions) is the leader because its interview **system** is easier to use than TaxCut's. Information can be entered into forms while the user remains in the interview. Also, TurboTax provides a better interface. It is less cluttered and makes other elements such as tax advice and program tips easy to see and choose. Although Intuit charges for **electronic** filing, a **rebate** ultimately pays for this cost. For Quicken and QuickBooks users, data can be exported right into TurboTax. In addition, Intuit's Web site features program...

13/3,K/13 (Item 2 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00105296 DOCUMENT TYPE: Review

PRODUCT NAMES: Millicent (626112); CyberCoin (636479); E-Cash (546526)

TITLE: Digital Cash Gets Real: Good-Bye to Free Web Content?
AUTHOR: Furger, Roberta
SOURCE: PC World, v16 n1 p68(2) Jan 1998
ISSN: 0737-8939
HOMEPAGE: http://www.pcworld.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20000430

...is launching its digital cash called Millicent for use by 68 merchants online. Millicent is a payment option based on the use of scrip, or **electronic coupons** of specified value. Visa and Mondex (MasterCard's protege) are taking a different approach to purchases of $10 or less. They are experimenting with smart cards for online payments. The smart cards use smart-card readers that pop into a **computer** 's floppy drive like a floppy disk. The smart card is inserted into the reader when payment is required.

13/3,K/14 (Item 3 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00104633 DOCUMENT TYPE: Review

PRODUCT NAMES: Transact 3.0 (612995); FarSight (679003); Customer Activity Analysis (679011); NCR DecisionNet (679038)

TITLE: The new ROI in point of sale
AUTHOR: Frank, Diane
SOURCE: Datamation, v43 n11 p73(4) Nov 1997

ISSN: 0011-6963
HOMEPAGE: http://www.datamation.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19990228

Transact Internet 3.0 from Open Market and FarSight from Videoactv Studios are two **point** of **sale** (**POS**) products used to link one company's product with another. Walmart and MacDonalds, for example, have teamed up to sell MacDonalds' food products to customers...
...Web sites as well. Transact includes Digital Offers, a component that links customers directly to a transaction point so that they can make a purchase. **Digital Coupons** also comes with the program. Marketers are not just waiting for the customer to come to them in order to cross-market companion products at...

13/3,K/15 (Item 4 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00100407 DOCUMENT TYPE: Review

PRODUCT NAMES: Claris Home Page 2.0 (626708); Adobe Photoshop 3.0 (213756)

TITLE: On the Web in a Week* *almost
AUTHOR: Aldredge, Lydia
SOURCE: Home Office Computing, v15 n6 p76(4) Jun 1997
ISSN: 0899-7373
HOMEPAGE: http://www.smalloffice.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19981130

...layouts. Several Web building software programs are highlighted. Claris' Claris Home Page 2.0, for example, is a Web authoring package from Claris that includes **coupons** for **Internet** access and 20,0000 clip art images as well as a Home Page companion manual. Yet inexperienced Web builders may need ample support for this program. Adobe **Systems** ' Adobe Photoshop 3.0 offers Web builders a product that can scan, clean up, crop, and convert images to the needed Web formats.

13/3,K/16 (Item 5 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00098502 DOCUMENT TYPE: Review

PRODUCT NAMES: Microsoft Network (MSN) (526495)

TITLE: Relaunch of MSN seen escalating online wars
AUTHOR: Wasserman, Todd
SOURCE: Computer Retail Week, v152 p39(2) Oct 28, 1996
ISSN: 1066-7598
HOMEPAGE: http://www.crw.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19990530

...distributed without charge though a toll-free number, but retailers may find MSN valuable because of its online storefront, `The Plaza.' The Plaza will demonstrate **computer** retailers of the future, and will allow users to purchase goods online with credit cards; it currently makes available products from 1-800-Flowers and...
...to be useful. Jeff Sanderson, general manager of marketing and business development, says Microsoft will not sell its products directly through MSN, but could offer **Internet coupons** . Other MSN offerings will include six channels for different interests and age groups, including news services, MSNBC, game shows, comedies and dramas, interactive games, chat ...

13/3,K/17 (Item 6 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00098231 DOCUMENT TYPE: Review

PRODUCT NAMES: Microsoft ActiveX (603295); Microsoft Visual Basic (328081); CORBA (832456); OpenDoc (833371); JavaBeans (622141)

TITLE: N-Tier at Your Own Risk
AUTHOR: Frye, Colleen
SOURCE: Software Magazine, v16 n12 p80(7) Dec 1996
ISSN: 0897-8085
HOMEPAGE: http://www.softwaremagazine.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19990830

...frameworks, and . . . plugg(ing) in components on top of the framework.' She has used this strategy with the Forte development environment, an object-oriented (OO) **system** . Most in the industry define a component as an `independently deliverable package of software services that has an interface and is encapsulated.' Currently, the ability to distribute components over the **Internet** is an **incentive** to component-based development. The CORBA/OpenDoc component strategy competes with Microsoft's Microsoft ActiveX-based component technology, and vendors are talking about ways to...

13/3,K/18 (Item 7 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00095103 DOCUMENT TYPE: Review

PRODUCT NAMES: Company - Microsoft Corp (850195)

TITLE: Microsoft Goes Shopping at Online Mall
AUTHOR: Semilof, Margie
SOURCE: Communications Week, v616 p49(2) Jun 24, 1996
ISSN: 0746-8121

RECORD TYPE: Review
REVIEW TYPE: Company

REVISION DATE: 19990530

...to two years. eShop's products help merchants construct online stores, and will become part of Microsoft's Merchant product line. eShop makes a proprietary **system** with both client and server elements and authoring tools. Merchants can establish **electronic** storefronts, **coupon systems**, and ways to conduct price promotions. eShop is developing a version for the Hypertext Markup Language (HTML) format to become part of Microsoft Merchant, and...

13/3,K/19 (Item 8 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00092476 DOCUMENT TYPE: Review

PRODUCT NAMES: Norton Utilities (001933); CleanSweep 95 (540951); Microsoft Office (248134); Lotus Notes (550418)

TITLE: Software Stores Up & Running
AUTHOR: Swenson, John
SOURCE: Information Week, v584 p83(3) Jun 17, 1996
ISSN: 8750-6874
HOMEPAGE: http://www.informationweek.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19990730

...a discussion of the advantages of selling and delivering software over the Internet. One user says she downloaded Norton Utilities and CleanSweep 95 for 500 **PC** and Macintosh users, a method that substantially speeds up implementation and makes it more convenient. Users and resellers say other advantages of electronic distribution include lower costs and the possibility in the future of subscriptions and **electronic coupons**. However, users who want manuals and disks are advised to have packaged software shipped to them. CyberSource operates a World Wide Web site that can...

13/3,K/20 (Item 9 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00058160 DOCUMENT TYPE: Review

PRODUCT NAMES: Company - Microsoft Corp (850195)

TITLE: Microsoft to Strengthen Key Reseller Program
AUTHOR: Doyle, T.C.
SOURCE: Computer Reseller News, v545 p2(2) Sep 20, 1993
ISSN: 0893-8377
HOMEPAGE: http://www.crn.com

RECORD TYPE: Review
REVIEW TYPE: Company

REVISION DATE: 19950730

...a recent Solutions Provider conference. Microsoft no longer provides direct sales and training for end users. About 3,000 consultants, training companies, resellers, VARs, and **systems** integrators will move through the new program, and 5,000 should be enrolled by the end of 1993. Change in status from Partner to Authorized Training Center disturbs some Microsoft

17/3,K/1 (Item 1 from file: 634)
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09643039
INTERNET GETTING ITS VERSIONS OF TRADING STAMPS PROMOTIONS TO INDUCE ONLINE SHOPPING ARE PROLIFERATING
San Jose Mercury News (SJ) - Saturday, May 23, 1998
By: STEPHEN BUEL, Mercury News Staff Writer
Edition: Morning Final Section: Front Page: 1A
Word Count: 1,251

... of promotional activity because of the reduced costs that they enjoy,'' said Netcentives chairman and co-founder Eric Tilenius.

ClickRewards.com is hardly the only **Internet** site offering **incentives**. MyPoints.com operates on the trading-stamps model, giving members points that can be turned in for an eclectic range of goods and services just...

... a Web site or taking an online survey. CyberGold.com of Berkeley takes that model one step further, rewarding Internet users with cash just for **reading** ads or purchasing products. Yoyo.com offers prizes to participants in contests and trivia games; a Los Angeles man recently won a $100,000 online...

17/3,K/2 (Item 2 from file: 634)
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09316098
FANS ROLLING TO THE SOUND OF BIG WRECK
San Jose Mercury News (SJ) - Wednesday, November 12, 1997
By: CANDACE MURPHY column
Edition: Morning Final Section: Silicon Valley Life Page: 1E
Word Count: 1,396

... the music industry, AT&T has gotten into the act with the trial version of its A2B Music platform. On Nov. 18, Internet users can **download** the Verve Pipe's never-before-released ''Reverend Girl.'' Each **download** comes with a **digital coupon** that can be used toward the purchase of the Verve Pipe's album, ''Villains.''

''In the case of the Verve Pipe, we had been speaking...

17/3,K/3 (Item 3 from file: 634)
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07770014
USE OF PERSONAL DIGITAL ASSISTANTS WILL OPEN NEW MARKETS FOR BUSINESS
San Jose Mercury News (SJ) - Monday, September 26, 1994
By: BURT CUMMINGS AND PAUL BENDIX
Edition: Morning Final Section: Business Monday Page: 7D
Word Count: 1,112

... to a supermarket. You could plug your device into a kiosk at the store entrance and the PDA could organize your list by aisle and **display** a map with the location of every item. Again, most supermarkets already have such stock and **display** information on-line, but they only use it internally. With PDAs, markets could even issue "**electronic coupons** " that could be **downloaded** at the register for instant discounts -- a paperless and probably cheaper alternative to handling printed coupons.

As companies use technology to re-engineer customer processes...

17/3,K/4 (Item 4 from file: 634)
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06585053
RINGING ENDORSEMENT OF REFUND BY PAC BELL
San Jose Mercury News (SJ) - Wednesday, March 25, 1992
Edition: Morning Final Section: Living Page: 7C
Word Count: 458

... firm's fault. We've called numerous times since while waiting for the rebate.

-- Nance Brooks, Sunnyvale

A Happiness is that $100 check you finally **received** from PG&**E** 's **rebate** program. Bernard Meseth, owner of **Scanlan** & Johnson, says the delay is "just one of those things" with rebate programs. He apologizes for the delay.

Recall: Mixers

H amilton Beach/Proctor Silex...

17/3,K/5 (Item 5 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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06525085
PRESCRIPTION DRUGS AREN'T RECYCLABLE
San Jose Mercury News (SJ) - Saturday, January 25, 1992
Edition: Morning Final Section: Living Page: 5C
Word Count: 460

...in the parade. For details and the price, write the Tournament of Roses, Public Relations Department, 391 S. Orange Grove Blvd., Pasadena 91184.

Update: Exxon **coupon**

W **e** ran a complaint Jan. 3 that the Leigh Avenue Exxon Station in San Jose refused to honor a **reader** 's coupon for auto service. She asked for her money back from the coupon book, but the station manager would agree only to honor the original coupon. Exxon Co. USA has informed us it is refunding our **reader** the full amount -- $39 -- of the coupon book.

17/3,K/6 (Item 6 from file: 634)
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06332241
PROGRAM SHEDS LIGHT ON HOW TO SAVE ENERGY
San Jose Mercury News (SJ) - Wednesday, November 27, 1991
By: McClatchy News Service
Edition: Peninsula/Am Section: Peninsula Home Page: 2
Word Count: 417

...heater should be set at 120 to 130 degrees (medium), and that can save 7 to 11 percent on water-heating bills," he said.

PG& **E** offers **rebates** for ceiling insulation if installed by a contractor. Hiroshima said the company also has a coupon program for rebates on water-heater blankets, low-flow **shower** heads and fluorescent

lights.

In areas where PG&E supplies electricity as well as gas, Hiroshima said, the company has rebates for heat pumps and...

17/3,K/7 (Item 7 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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06102133
DESIGNER CLAIBORNE DENIES DEVILISH DEAL
San Jose Mercury News (SJ) - Thursday April 11, 1991
Edition: Morning Final Section: Living Page: 7D
Word Count: 577

... By limiting the approved work to association contractors, PG&E ensures that the contractor is licensed and has the proper liability insurance and that you **receive** appropriate warranties, Tuttle says. For a **rebate** , PG& **E** also requires that you've lived in the house for at least six months, the attic has a crawl space, the R-values -- which measure...

17/3,K/8 (Item 8 from file: 634)
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05041056
2 CRUISE LINES CAN BE WEDDING'S LOVE BOAT
SAN JOSE MERCURY NEWS (SJ) - Wednesday, May 24, 1989
Edition: Morning Final Section: Living Page: 10E
Word Count: 474

...is Box 5656, Portland, Ore. 97228.

Watch for 'E.T.' rebate

Q I mailed in the required receipts and forms to get the $5 Pepsi/**E** .T. **rebate** in November. I never **received** it. I wrote to the address for the rebate, but my letter was returned because the post office box was closed. Could you give me...

17/3,K/9 (Item 9 from file: 634)
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05035786
UNLOCK EXIT DOORS DURING BUSINESS HOURS
SAN JOSE MERCURY NEWS (SJ) - Friday, May 5, 1989
Edition: Morning Final Section: Living Page: 8F
Word Count: 518

...is handling the settlement under the direction of the court. Please help me obtain my settlement for the two cameras.

-- Carolyn Alexander, Salinas

A The **Instant** Camera **rebates** are being handled by an arbitrator appointed by the circuit court of Cook County, Ill. That council represents all Instant Camera owners in the class...

...in January 1986, says Carla Lefevour, supervisor. Lefevour tried to find record of your settlement but couldn't. She needs additional details from you. To **receive** information about settlements, contact: Kodak Instant Settlement Council for the Class, Box 64629, Chicago, Ill. 60664, (312) 419-0999. Be sure to include address changes...

17/3,K/10 (Item 10 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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04566033
'E.T.' TOPS FALL RELEASES VIDEO COMPANIES PROMOTE COMING ATTRACTIONS AT CONVENTION
SAN JOSE MERCURY NEWS (SJ) - Friday, August 19, 1988
By: Richard Zacks column.
Edition: Morning Final Section: Weekend Page: 9E
Word Count: 688

...rentals.

These hit titles will arrive in stores bearing corporate sponsorship from soda and candy companies, a practice that was much more prominent at this **show** than ever before. Pepsi is offering a $5 ''**E** .T.'' **rebate** ; Coca-Cola is closely involved in Disney's Christmas promotion, running commercials and a giant contest. Tsingtao beer and Chung King frozen foods will do...

17/3,K/11 (Item 11 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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03063451
INSULATION FIRMS BUSY AS TAX DEADLINE NEARS
SAN JOSE MERCURY NEWS (SJ) - Tuesday, December 31, 1985
By: ABBY COHN, Mercury News Staff Writer
Edition: Alameda County/AM Section: Local Page: 1B
Word Count: 578

...left in the cold.

''You still have an incentive,'' Amaroli said.

Under the old program, a homeowner who insulated a bare attic could get a **rebate** from PG& **E** of up to $300. Now, that homeowner will **receive** $200.

''It was a very good deal,'' Amaroli said. ''It still remains a fairly good deal at the one-third cut.''

Such a good deal...

17/3,K/12 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00103581 DOCUMENT TYPE: Review

PRODUCT NAMES: Transact 3.0 (612995); BackWeb Channel Server (673111); Oracle 7 (004233); OneServer (555746); Actuate Report Server (632929)

TITLE: Pushing Outside The Enterprise
AUTHOR: Wilder, Clinton Hibbard, Justin
SOURCE: Information Week, v642 p20(2) Aug 4, 1997

ISSN: 8750-6874
HOMEPAGE: http://www.informationweek.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 19981230

...discussion of companies' use of push technology for sales and marketing. PointCast will use the OM-Transact 3.0 server to allow payment processing and **online digital coupons** , and Lufthansa will release an airfare-discount alert service that relies on BackWeb Channel Server. Fruit of the Loom manages distributors' inventories in an Oracle...

...reports to partners, who include employers and health insurance companies. Many firms use push technology to broadcast information internally on intranets, but the examples cited **show** the trend toward external push activities, especially for online marketing. FTD, Fingerhut, and Godiva will use a push channel called Modern Shopper from Targeted Multimedia...
?

17/9/12 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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ISSN: 8750-6874
HOMEPAGE: http://www.informationweek.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

Open Market's OM-Transact 3.0, BackWeb Technologies' BackWeb Channel Server, Oracle's Oracle 7, Connect's OneServer, and Actuate's Actuate Report Server are products highlighted in a discussion of companies' use of push technology for sales and marketing. PointCast will use the OM-Transact 3.0 server to allow payment processing and **online digital coupons ,** and Lufthansa will release an airfare-discount alert service that relies on BackWeb Channel Server. Fruit of the Loom manages distributors' inventories in an Oracle 7 database with OneServer for order processing. ReportCast has been tested by Healtheon, which will push reports to partners, who include employers and health insurance companies. Many firms use push technology to broadcast information internally on intranets, but the examples cited **show** the trend toward external push activities, especially for online marketing. FTD, Fingerhut, and Godiva will use a push channel called Modern Shopper from Targeted Multimedia to enhance their online sales. Targeted Multimedia will use BackWeb's server to inform customers of discounts available on products that are of particular interest to individual customers. Montgomery Securities will use ReportCast to disseminate reports inside the company and to interested outside users. GSEA-World is a push application already in operation and used by the General Service Employees Administration.

COMPANY NAME: Open Market Inc (598186); BackWeb Technologies Inc (626163); Oracle Corp (010740); Connect Inc (422835); Actuate Software Corp (618764)
DESCRIPTORS: Push Technology; Oracle; Marketing Information; Internet Marketing; Retailers; Advertising; Public Networks
REVISION DATE: 19981230
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Today's News On The Net - Business Wire's full file on the Internet
with Hyperlinks to your home page.
URL: http://www.businesswire.com

>

17/9/6 (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
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1456182 SFTH077
Excite Reports First Quarter 1999 Results

DATE: April 15, 1999 16:01 EDT WORD COUNT: 2,339

REDWOOD CITY, Calif. April 15 /PRNewswire/ -- Excite, Inc. (Nasdaq: XCIT) today reported revenues of $54.1 million for the first quarter ended March 31, 1999, an increase of 123% from the $24.3 million for the corresponding first quarter of 1998.

On a pro forma basis, excluding acquisition-related expenses and Netscape amortization, the Company earned a net profit of $2.5 million, or $0.04 per share, on a diluted basis. This compares to a loss of $6.6 million, or $0.16 per share for the corresponding quarter of 1998 (See Pro Forma Condensed Consolidated Statements of Operations Excluding Merger, Acquisition Related, Netscape amortization and Other Identified Charges).

On a GAAP basis, the net loss for the first quarter of 1999 was $7.4 million, or $0.14 per share. These results compare to a loss of $7.5 million, or $0.18 per share, for the corresponding quarter of the prior year (see Condensed Consolidated Statements of Operations).

The Excite Network traffic rose to 77 million page views per day in March, an increase of 33% percent over December. The number of registered users at Excite increased to 28 million, up 40% during the quarter. Excite's days sales outstanding ("DSO"), an important measure of sales/collection efficiency and fiscal discipline, dropped to 56, a 5 day improvement. This follows a 15 day improvement in the previous quarter.

Cash on hand increased to $74 million, up from $62 million at the beginning of the quarter. Bank debt of $6.0 million was paid down during the quarter, in conjunction with completing a new $20 million credit facility with Bank of Boston, chosen for the breadth of its worldwide services and technology orientation.

"It was gratifying to see the key metrics of our business, notably revenue, registrations, page views and DSO, remain solidly on track this quarter, in spite of the wholly expected diversionary pressures of our pending merger with Home," said George Bell, chief executive officer. "We were committed to continuing a high level of investment in marketing this quarter to the extent that we could maintain earnings per share and generate positive cash flow, and that is precisely what we did. The surge in traffic and registrations is evidence of strong organic growth and increasing user awareness and loyalty to the service. In fact, according to an independent survey, our user brand awareness rose to 69 percent this quarter in the wake of our recent advertising campaign that was completed in January."

Operating Highlights:

Excite and Intel agree to develop next generation e-commerce service. This recently announced deal combines Intel's commerce technology, the vast selection of goods and services offered by the 10,000 merchants currently using store hosting technology from Intel's iCat division, together with Excite's personalization and reach capabilities and MatchLogic's direct marketing expertise, to build a next-generation e-commerce service tailored to meeting the needs of individual shoppers. The first version will be

available later this year at www.excite.com/shopping.

Excite and Intel partner to launch Excite Extreme. Excite was chosen by Intel to build a "hi-tech concept" site to showcase a highly visual, 3-D Web search and navigation experience made possible by the new Pentium(R) III processor. The launch is being supported by one of Intel's largest media promotion programs, from which Excite expects to receive significant benefit (www.excitextreme.com).

Excite introduces rich media advertising. Advertisers on the Excite Network can now take advantage of the ability to target consumers with rich media advertising. Features include daughter windows to fully interactive content, where consumers can access deeper product, purchase and brand information without ever leaving the current page. Early advertisers taking advantage of these new features include Lexus, FirstUSA and Career Builder. This type of advertising enables higher CPMs and higher response rates as the entire advertising process, even the purchase, can be executed within the ad itself.

Excite and e-centives, Inc. team up to provide **personalized digital coupons online** . Through Excite, consumers will now be able to **access digital** redeemable **coupons** from participating **online** merchants, all **personalized** based on an individual's shopping interests. Consumers can try out the new coupon service on Excite's Shopping Channel at www.excite.com/shopping. e-centives, a leading provider of online promotions solutions, is an Internet-wide distribution network that enables consumer **access** to valuable promotional offers matched to their shopping interests.

Excite demonstrates new calendar and synchronization product -- the Excite Planner. The service, which is a full-featured organizer that will store calendars, contacts, tasks and memos, will allow users to synchronize their information with a wide range of popular hand-held devices and desktop organizers. This application is built on Starfish's TrueSync Server Technology, and can be used with the user's personal information managers, such as the Palm Pilot.

Excite Sports Channel now features Sportsline's award-winning content. As part of a multi-year agreement originally announced in October, SportsLine USA, Inc. is now the premier provider of sports content for Excite at www.sports.excite.com. The new co-branded channel includes such features as scores, news, analysis, fantasy sports leagues, the Vegas Insider and other premium services on the Excite Sports Channel and on the WebCrawler service. The agreement gives Sportsline significant branding but contains the Sportsline content within the Excite Network, sending Excite users off excite.com only to visit Sportsline transaction services, in which both companies share revenues.

Excite leverages brand exposure in the entertainment world. This month, Excite is kicking-off a co-branded campaign in conjunction with the I Am Your Child Foundation and the Entertainment Industry Foundation to raise public awareness for early childhood development firstyears.excite.com. Over the next several months **print** and outdoor campaigns will feature Bruce Willis and Michelle Pfeiffer. Media spending for the program is valued at approximately $13 million.

In another recent event, millions of Internet users around the world received a behind-the-scenes celebrity view of the Fifth Annual Screen Actors Guild Awards (SAG) on www.excite.com. On Oscar(R) night, Excite and HSX collaborated to promote both online and offline activities surrounding the awards. Under the banner "HSX and Excite Rock the Oscars" the award season was celebrated with a series of promotional events like the Hollywood Weekend Sweepstakes, an online entertainment auction, and an offline Oscar post-party that was simultaneously Webcast live over the Internet. These campaigns are designed to focus Excite's marketing efforts on entertainment and deepen Excite's brand association with the entertainment industry.

Excite partners with Retevision to launch Excite Spain. With this joint venture agreement with Retevision, the largest independent ISP in Spain, Excite will launch its 11th localized version of its service and complete its fifth joint venture agreement, adding to the major media and telephone company distribution partners that have joined forces to accelerate its marketing and brand building efforts in overseas markets.

04768068 Supplier Number: 47018770 (THIS IS THE FULLTEXT)
Internet **Infinity** Signs Exclusive Distribution Agreement With **ZIP COUPONS**
PR Newswire, p106NYM035
Jan 6, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 385
TEXT:
TORRANCE, Calif., Jan. 6 /PRNewswire/ -- Internet Infinity, Inc. (OTC Bulletin Board: ITNF) announced today that it will be the exclusive distributor for ZIP COUPONS, stated George Morris, Chairman of the Company.

"Over 300-billion coupons are distributed annually. ZIP COUPONS will provide Internet Infinity with an important avenue for sales growth," Morris said.

Advertisers will pay Internet Infinity, Inc. a fee for placement of their ZIP COUPON on the Internet and delivery of their mail coupon. Customers will go to the planned Internet site http://www.zipcoupons.com via their computer or television, to obtain coupons for use in their local trading area. Customers will select the US Postal zip code area where they want to shop and then select a coupon interest category for car wash, pizza, dentist, pet care, health club, etc. After viewing available coupons, the customer either can print out the desired coupons or use the on-line discount code number to participate in the merchant's special offer, Morris explained.

ZIP COUPONS is an Internet Infinity Inc. affiliate that sells, designs, prints and mails coupons to residents for merchants. Coupons are mailed to 10,000 homes in an area at a cost of four to five cents per delivered coupon for the advertising merchant. The initial test market in the Los Angeles area has been successfully completed and ZIP COUPONS has commenced a roll-out of its marketing program, Morris said.

Internet Infinity, Inc. is a Torrance, California company that develops, markets and supports commercial Internet services and software enabling small and medium size businesses to reach niche markets on a global basis in a cost effective manner. Recent celebrity clients for Internet services include (National Football League Licensee) "NFL Chill" and "Greg Norman's Secret" infomercial. iii sites can be seen at http://www.internetinfinity.com.

Certain information above may be forward-looking statements that involve risks and uncertainties. In such instances, actual results could differ materially due to different factors, including competitive developments and risk factors listed periodically in Company reports.

SOURCE Internet Infinity, Inc.

-0- 1/6/97

/CONTACT: Media Promotion, Inc., 310-374-0052; or George Morris, Chairman of Internet Infinity, Inc., 800-843-8606, 310-533-4800 or Chairman@internetinfinity.com/

(ITNF)

CO: Internet Infinity, Inc.; ZIP COUPONS
ST: California
IN: MLM ADV
SU:

DS-MM
-- NYM035 --
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COMPANY NAMES: *Internet Infinity; ZIP COUPONS

EVENT NAMES: *240 (Marketing procedures); 360 (Services information)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *7318010 (Couponing Services); 4811500 (Specialized Telecommunication Services)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
NAICS CODES: 54189 (Other Services Related to Advertising); 51331 (Wired Telecommunications Carriers)
SPECIAL FEATURES: COMPANY
ADVERTISING AGENCY: Internet Infinity; ZIP COUPONS
ADVERTISING CODES: 59 Channels of Distribution

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-0- 1/6/97

/CONTACT: Media Promotion, Inc., 310-374-0052; or George Morris, Chairman of Internet Infinity, Inc., 800-843-8606, 310-533-4800 or Chairman@internetinfinity.com/

(ITNF)

CO: Internet Infinity, Inc.; ZIP COUPONS
ST: California
IN: MLM ADV
SU:

DS-MM
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6/20/00
DIALOG

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File  15:ABI/Inform(R) 1971-2000/Jun 20
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File 275:Gale Group Computer DB(TM) 1983-2000/Jun 20
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File  16:Gale Group PROMT(R) 1990-2000/Jun 20
         (c) 2000 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2000/Jun 20
         (c)2000 The Gale Group
?ds

Set     Items   Description
S1       8393   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
            ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
            REBAT??? OR VOUCHER? ?)
S2    5903370   TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAIL-
            OR??? OR PERSONALI???? OR MADE(3W)ORDER
S3    7477545   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
             KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4    1174211   PRINT??? OR (HARD OR PAPER)(W)COP???
S5        107   S1(S)S2(S)S3(S)S4
S6        562   S1(3N)S2
S7         31   S6(S)S5
S8         14   RD (unique items)
S9       2375   COOLSAVINGS OR COOL(W)SAVINGS OR E(W)CENTIVES OR CYBERGOLD
            OR PLANET(W)U OR VALUEPASS OR COUPONS.COM OR NETCENTIVES OR I-
            NTERACTIVE(W)COUPON(W)NETWORK
S10      2375   Sort S9/ALL/PD,A
S11       500   S10 AND S1
S12       500   Sort S11/ALL/PD,A
S13       139   S6(S)S3
S14        64   S13 AND S4
S15        50   S14 NOT S8
S16        37   RD (unique items)
S17         8   S16 AND S9
S18       500   S1 AND S9
S19       116   S6 AND S9
S20        66   S19 AND S3
S21        38   S20 AND S4
S22        22   RD (unique items)
S23         9   S22 NOT PY=1999:2000
S24         9   S23 NOT S17
?
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All considered

All considered

8/3,K/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01727941 03-78931
Val-Pak goes virtual: Coupon company launches Web site
Kuchinskas, Susan
Brandweek v39n41 PP: 48 Nov 2, 1998
ISSN: 1064-4318 JRNL CODE: IADW
WORD COUNT: 329

...TEXT: services, searchable by criteria including business name, location and keyword. At launch, it has approximately 35,000 coupons that can be printed on a home **computer** printer. In addition, an optional registration service allows registrants to have **coupons** **e** -mailed **directly** to them. Coupons have been available on the Web for several years now; America's Coupon Explorer, Peachtree, Ga., Action Pack of America, St. Louis...

8/3,K/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01727000 03-77990
Val-Pak goes virtual: Coupon company lauches Web site
Kuchinskas, Susan
Adweek (Eastern Ed.) v39n44 PP: 42 Nov 2, 1998
ISSN: 0199-2864 JRNL CODE: AWE
WORD COUNT: 326

...TEXT: services, searchable by criteria including business name, location and keyword. At launch, it has approximately 35,000 coupons that can be printed on a home **computer** printer. In addition, an optional registration service allows registrants to have **coupons** **e** -mailed **directly** to them. Coupons have been available on the Web for several years now; America's Coupon Explorer, Peachtree, Ga., Action Pack of America, St. Louis...

8/3,K/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01374710 00-25697
Consumer access
Anonymous
Progressive Grocer v76n2 PP: 68 Feb 1997
ISSN: 0033-0787 JRNL CODE: PGR
WORD COUNT: 95

ABSTRACT: Interactive Coupon Network has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The company's site offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. Interactive Coupon Network (www.CoolSavings.com)
TEXT: Interactive Coupon Network, Chicago, has developed a system for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The com pany's site (www.CoolSav ings.com) offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. The service also enables shoppers to receive photos and video of featured products and lists of stores closest to their homes. ICN has...

... ensure that consumers will come back. One item is c-mail, which shows the CoolSavings pig, flashing in and out of a mailbox with a **personalized** coupon.

WWW.COOLSAVINGS.COM

8/3,K/4 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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02309649 SUPPLIER NUMBER: 55026921 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Almost-Free Stuff. (from the Web) (Internet/Web/Online Service Information)
PC/Computing, 162
August, 1999
ISSN: 0899-1847 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 839 LINE COUNT: 00067

... Auction you'll find consumer goods as well as computers and all manner of other PC accessories.
Bargains Galore
Forget clipping coupons from the newspaper: **Print** them from your **PC** ! The **Internet Coupon Directory** has specials, freebies, and tons of coupons in a variety of categories.
If you'd like to get bargains without coupons, tune into NetGuide's ...

8/3,K/5 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

01723718 SUPPLIER NUMBER: 15997317 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Cox to test on-demand coupons. (Cox Cable testing on-demand coupon program)
Steinert-Threlkeld, Tom
InterActive Week, v1, n1, p5(1)
Oct 10, 1994
ISSN: 1078-7259 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 652 LINE COUNT: 00051

... business that fattens Sunday newspapers, as well as direct mailers, who pack coupons in envelopes and ship them directly to homes.
The various forms of **electronic coupon** delivery could include **direct** to personal **computers** , through online services; in-store **kiosks** , and **printers** attached to television sets, whether using broadcast signals or wires. His projected time frame for the takeover of couponing by means of electronic delivery: Three...

8/3,K/6 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07392330 Supplier Number: 62262829 (USE FORMAT 7 FOR FULLTEXT)
Bank Cards at Center of Web Discount System.
Stock, By Helen
American Banker, v165, n99, p1
May 23, 2000
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1081

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
First Data Corp. has reached preliminary agreements with four bank merchant-acquirers to offer an **Internet** discount **coupon system** , one it says can give banks a new role in online commerce. Sites using the Yclip **system** would invite Internet visitors to register their credit or debit cards, and would offer "paperless coupon" discounts to those who have. The discounts are automatic for purchases with registered cards at

participating sites or stores. Various Web companies have created roughly similar **systems** and are signing up merchants **directly** . But the First Data **system** puts banks at the center, where they can use their bank card and processing expertise to offer more value to their merchant customers. First Data, the Atlanta-based payments company, created the paperless-coupon **system** in conjunction with Yclip Inc., an Internet start-up in Austin, Tex., that builds advertising technology. First Data bought a 16% equity stake in Yclip in January. Plans for the **system** were announced last week, and First Data says Wachovia Merchant Services, Sanwa Merchant Services, Unified Merchant Services, and First Virginia Merchant Services have signed letters...

...First Data is also marketing Yclip to bank card issuers, so that they -- as well as participating merchants -- will encourage customers to register for the **system** . Only MasterCard and Visa card holders are eligible to register. "If I have multiple cards in my wallet, and one of my banks happens to provide this promotional offer to me, that card may become top-of-wallet," Mr. Duncan said. Issuers could differentiate the Yclip **system** if they choose, he said, creating a loyalty point scheme in addition to a **direct** coupon program, for instance. Kevin Gallagher, **director** of e-business strategies at Wachovia Merchant Services, said the Yclip **system** reflects new conditions in the merchant-acquiring industry, in which merchants are asking for additional help in confronting the Internet. "In the past, the only...

...was to give them a Visa and MasterCard sticker," he said. Wachovia Merchant Services, which processes roughly $8 billion annually, had been researching different incentive **systems** for several months before choosing Yclip, Mr. Gallagher said. "The technology itself is above any I've seen in the marketplace," he said. Other **systems** were not able to send through a credit at the same time that the purchase was debited, creating consumer confusion, chargebacks, and unnecessary customer service calls, he said. One other benefit of the Yclip **system** is that, unlike **direct** mail campaigns, merchants pay only when a card holder actually redeems a discount, Mr. Gallagher said. The Yclip **system** , which Wachovia has slated for a "soft rollout" in June, fits with the many retailers and restaurants within Wachovia's merchant portfolio of 33,000...

...dinner table," he said. Many companies are trying to bridge the gap between online advertising and offline purchases, but Yclip and First Data say their **system** leverages the unique largesse of First Data, the leading processor of card transactions for both merchants and bank issuers. The two companies have signed a 15-year agreement to jointly develop software. Yclip has also agreed not to work with another card processor for 18 months after the **system** is first used. When Internet surfers visit a bank Web site, an Internet portal, or an **online coupon** site, they will be prompted to register for the Yclip **system** . From then on, the registrant will be presented with merchant promotions while surfing the Web. A card holder who clicks to view a particular offer...

...to confirm the discounts, or will be able to watch for a credit to appear on the credit or bank card statement. "There are no **systems** requirements or changes necessary to participate," Mr. Duncan said. Merchants just "put a promotion together, and the rest of it is fully integrated by us and Yclip." Yclip, a software provider, does not interact **directly** with merchants or consumers. The plan is to register card holders and distribute merchant promotions through banner ads and at various savings sites or other...

...ad networks, Mr. Duncan said. Chicago-based CoolSavings, another company in which First Data recently invested, has more than seven million registered users who receive **targeted online coupons , rebates** , and free samples, according to First Data. Currently, CoolSavings promotions must be used online or by being **printed** out and taken into a physical store. First Data plans to use the Yclip **system** to help transform CoolSavings' paper-based program into a completely electronic offering.

CoolSavings is "limited mostly to calling on primarily online brands like Amazon," said...

8/3,K/7 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07072484 Supplier Number: 59610727 (USE FORMAT 7 FOR FULLTEXT)
planet U Files Suit Against CoolSavings and Pep Boys for Infringement of Its Recently Acquired Patent.
Business Wire, p0078
Feb 23, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 449

... and The Pep Boys - Manny, Moe & Jack (NYSE:PBY), doing business as Pep Boys(R), for infringement of its recently acquired patent relating to user-**printed** coupon distribution **systems** . Pep Boys is a vendor that provides user-printable offers through CoolSavings' Web site. The suit was filed with the United States District Court, Northern...

...of California in San Francisco. planet U's United States Patent No. 5,907,830 was issued on May 25, 1999, and describes, in part, **systems** for **electronic coupon** distribution, interactive and **targeted** marketing to consumers, and coupon **printing** .
;;;;"We believe this is a strong and valuable patent," said Bill Purcell, CEO and founder of planet U. "And we are...

8/3,K/8 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06621151 Supplier Number: 55701648 (USE FORMAT 7 FOR FULLTEXT)
Lexmark and Juno form strategic marketing alliance; Consumers to receive rebate of up to $200 on any of four Lexmark printers when they sign up for one year of Juno Web.
Business Wire, p1326
Sept 9, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 980

... ranging from $100 to $200 - in most cases resulting in a free printer.
Building on the growing trend of alliances between Internet access providers and **computer** manufacturers, Lexmark and Juno are changing the playing field by **customizing** the first **Internet** -related **rebate** program specifically designed for **printers** . Unlike **PC** rebates that sometimes require a three-year subscription, this offer requires participants to sign up for only a single year.
"Our consumer research shows that...

8/3,K/9 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06243061 Supplier Number: 54446376 (USE FORMAT 7 FOR FULLTEXT)
On the Net.
Sale, Richard
Promo, pNA
Feb, 1999
Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade
Word Count: 987

... and all that kodak.com has to offer," says Tom Hoehn, Kodak Internet business development manager.

Cool Runnings Chicago-based Cool Savings has launched a **customized** Web site that will deliver special savings for customers of Hewlett-Packard, Palo Alto, CA. Using Coolsavings.com's patented **system** for distributing **targeted coupons , electronic** certificates, and mail-in rebates via the Web, customers can receive savings on such HP products as Pavilion personal **computers** , inkjet **printers** , scanners, and photo paper.

In addition, the co-branded Cool Savings/HP Web site will offer savings on related technology products from Hewlett-Packard's...

8/3,K/10 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06067833 Supplier Number: 53532758 (USE FORMAT 7 FOR FULLTEXT)
coolsavings.com Launches Internet Coupon Program For HP Customers.
Business Wire, p1514
Jan 7, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 537

... services, today announced the launch of a customized Web site designed to deliver special online savings for Hewlett-Packard customers.

Using coolsavings.com's patented **system** for distributing **targeted coupons , electronic** certificates and mail-in **rebates** through the **Internet** , customers can receive savings on such HP products as Pavilion personal **computers** , Inkjet **printers** , scanners and photo paper.

In addition, the customized Web site offers customers savings on related technology-oriented products offered by HP marketing partners National Geographic...

...of coolsavings.com. "Working with HP underscores our commitment to leveraging the power of the PC, the printer and the Internet to deliver high-quality, **targeted coupons , electronic** certificates and mail-in rebates to shoppers. In addition, since nearly one half of our growing member base operates a home office, we know they...

8/3,K/11 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05893540 Supplier Number: 53092647 (USE FORMAT 7 FOR FULLTEXT)
Boole & Babbage Announces New COMMAND/POST Power Module for Oracle.
Business Wire, p1127
Oct 19, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1061

... to vigorously enforce our patent rights."

The CoolSavings system offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target** printed or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles. Second, although advertisers may use a range of household characteristics to **target** the offer, they do not know the names, addresses or e-mail addresses of the individuals they **target** . The CoolSavings **system**

remains a buffer protecting the privacy of those consumers.
Since launch,

8/3,K/12 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05873049 Supplier Number: 53047067 (USE FORMAT 7 FOR FULLTEXT)
Emaginet Expands National Presence.
Business Wire, p1358
Sept 30, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 751

... opportunities with leading companies who want to take advantage of the powerful marketing opportunities behind digital couponing."
Emaginet's first product, "e-centives", is a **digital coupon** technology that enables consumers to receive savings through special offers or coupons on products or services they are interested in, automatically delivered and stored by...

...Any personal information that identifies an individual user is digitally encoded to maintain the privacy and anonymity of the consumer. For marketers, the e-centives **system** enables them to identify qualified customers via the Internet and electronically deliver them **personalized** and **targeted digital coupons** based on their shopping interests. The technology is fully integrated with major e-commerce software products used to build electronic storefronts, allowing automatic **online coupon** redemption on the Internet. Alternatively, these offers can be **printed** out as a paper coupon to be redeemed at retail.
Industry Trailblazers Lead West Coast Office
Vice President of Business Development, Bill Peck, and Director...

8/3,K/13 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04556112 Supplier Number: 46696401 (USE FORMAT 7 FOR FULLTEXT)
ICN Plots Targeted E-Couponing
Brandweek, p8
Sept 9, 1996
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 258

... allow advertisers to track usage and prevent fraud, said Hillel Levin, president of ICN. The company expects to have 15 charter advertisers participating when the **Internet** site opens.
Coupons can be **targeted** to users by region, zip code or by household demographics. By involving only non-grocery retailers, ICN avoids the need for a clearinghouse to handle redemption. It also sidesteps the problem of convincing retailers to accept **computer -printed** coupons because they will be authorized by chain franchisors, Levin said.
'Without question, significant promotions and couponing will be done through the Internet, but it...

8/3,K/14 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

06814909 SUPPLIER NUMBER: 14473187 (USE FORMAT 7 OR 9 FOR FULL TEXT)
New in store from Catalina. (Catalina Marketing Corp.) (Coupon Update)

Food & Beverage Marketing, v12, n9, p22(2)
Sept, 1993
ISSN: 0731-3799 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 689 LINE COUNT: 00055

... clients to get some experience in their key categories to see what the program can really deliver for them."

In July, Catalina also launched Checkout **Direct** , an **electronic couponing system** with a memory. Based on the original technology of Checkout Coupon, which scans purchases and **prints** coupons based on "trigger" items, Checkout **Direct** goes one step further. By monitoring household shopping patterns over a period of time, Checkout **Direct** enables marketers to **direct** promotional incentives to specific households and deliver coupons at the most opportune times, as well as sway shopping behavior and patterns.

"I don't know...

?

8/9/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01727941 03-78931

Val-Pak goes virtual: Coupon company launches Web site

Kuchinskas, Susan

Brandweek v39n41 PP: 48 Nov 2, 1998 ISSN: 1064-4318 JRNL CODE: IADW
DOC TYPE: Journal article LANGUAGE: English LENGTH: 1 Pages
WORD COUNT: 329

ABSTRACT: Val-Pak Direct Marketing Systems has launched Val-Pak Coupons On-Line, a Web-based version of the coupon service. The site features coupons for local products and services, searchable by criteria including business name, location and keyword. Val-Pak Direct Marketing Systems Inc (www.valpak.com)

TEXT: BY SUSAN KUCHINSKAS-Val-Pak Direct Marketing Systems, the Largo, Fla.-based specialist in direct mail coupons, today launches Val-Pak Coupons On-Line, a Web-- based version of the service.

Located at www.valpak.com, Val-Pak Coupons On-Line features coupons for local products and services, searchable by criteria including business name, location and keyword. At launch, it has approximately 35,000 coupons that can be printed on a home **computer** printer. In addition, an optional registration service allows registrants to have **coupons e** -mailed **directly** to them. Coupons have been available on the Web for several years now; America's Coupon Explorer, Peachtree, Ga., Action Pack of America, St. Louis, and CouponClippers.com, White Plains, N.Y. are only a few such sites.

What makes the Val-Pak service different, according to Todd Leiser, vice president of Internet Technology for Cox Target Media, parent company of Val-Pak, is the national coverage, serving 187 major markets in the United States and Canada, a large sales force that also checks out participating companies, and an easy-to-use Web site, developed by Atlanta-based iXL.

Val-Pak's offline service mails more than 400 million coupon-filled envelopes to U.S. homes each year from local and national companies including Domino's Pizza, FTD and Sears. The cost to individual advertisers is around $350 per 10,000 homes. At this point, the Web program is offered only to direct mail advertisers as a value-added service with no additional cost.

To get the word out about the Web service, Val-Pak will do what it knows best: direct mail. "Our marketing message is real simple," Leiser said, "... just get the coupon and go." The direct mail campaign, which will be mailed to 53 million homes, will be backed by an online banner ad campaign that breaks the second week in November on family- and shopping-- oriented sites.

Despite the launch of the site, Leiser stressed the continuing importance of Val-- Pak's offline service. "The envelope will not go away," he said. "There will always be a need to do advertising off the Web."

THIS IS THE FULL-TEXT. Copyright ASM Communications Inc 1998
COMPANY NAMES:
Val-Pak Direct Marketing Systems Inc
GEOGRAPHIC NAMES: US

DESCRIPTORS: Discount coupons; Direct marketing agencies; Web sites
CLASSIFICATION CODES: 9000 (CN=Short Article); 9190 (CN=United States);
7200 (CN=Advertising); 8301 (CN=Advertising agencies)

8/9/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
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01374710 00-25697
Consumer access
Anonymous
Progressive Grocer v76n2 PP: 68 Feb 1997 ISSN: 0033-0787 JRNL CODE: PGR
DOC TYPE: Journal article LANGUAGE: English LENGTH: 1 Pages
WORD COUNT: 95

ABSTRACT: Interactive Coupon Network has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The company's site offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. Interactive Coupon Network (www.CoolSavings.com)

TEXT: Interactive Coupon Network, Chicago, has developed a system for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The com pany's site (www.CoolSav ings.com) offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. The service also enables shoppers to receive photos and video of featured products and lists of stores closest to their homes. ICN has created several features to ensure that consumers will come back. One item is c-mail, which shows the CoolSavings pig, flashing in and out of a mailbox with a **personalized** coupon.

WWW.COOLSAVINGS.COM

THIS IS THE FULL-TEXT. Copyright Maclean-Hunter Media Inc 1997
COMPANY NAMES:
Interactive Coupon Network
GEOGRAPHIC NAMES: US

DESCRIPTORS: Web sites; Discount coupons
CLASSIFICATION CODES: 9000 (CN=Short Article); 9190 (CN=United States); 8302 (CN=Software and computer services); 7200 (CN=Advertising)

8/9/5 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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01723718 SUPPLIER NUMBER: 15997317 (THIS IS THE FULL TEXT)
Cox to test on-demand coupons. (Cox Cable testing on-demand coupon program)
Steinert-Threlkeld, Tom
InterActive Week, v1, n1, p5(1)
Oct 10, 1994
ISSN: 1078-7259 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 652 LINE COUNT: 00051

ABSTRACT: Coupons are coming to television commercials. Acu-Trac Services Inc has signed the first customer for its Coupon Select system for delivering coupons to television viewers via a printer connected to the TV set. Cox Cable will test the 'on-demand' coupon program in 1,000 San Diego, CA, homes in early 1995. If the pilot is successful the program will be extended to all 321,000 homes in the Cox system. The program works by placing codes on a commercial. The cable operator's equipment pick's up the serial number when the commercial is run and sends a signal to participating cable subscribers to let them know there is a coupon available for the sponsor's product. The viewer presses a 'coupon' button and enters a number to identify which coupon is desired and the coupon is printed on a CouponSelect printer. Acu-Trac plans to take the program nationwide if the San Diego trial is successful.
TEXT:
As if commercials weren't enough, coupons now may come out of

television sets.

Or at least printers attached to TVs.

Acu-Trac Services Inc. in Rancho San Diego, Calif., last week signed up the first customer for its Coupon Select system of delivering coupons to television viewers. If those consumers show a preference for printing out their own coupons, newspapers and direct mailers could see their revenues dented by television once again.

"It's amazing all the places they can figure out to coupon you," said Allen Jacobs, president of Corporate Performance Inc., an interactive services consulting firm in Dallas. "I have a feeling we have hardly begun to see the beginning of all this."

The "on-demand" couponing program will be tested by Cox Cable at 1,000 homes in the San Diego area early next year. If successful, then coupons could be on their way to all 321,000 Cox-wired homes there.

Here's how it will work:

* Codes will be placed on a product manufacturers commercial.

* Equipment at a cable operators office will pick up the serial number when the spot is played.

* A signal will be sent to participating cable subscribers, indicating there is a coupon that goes along with the commercial.

* The signal prompts a green letter "C" to blink, indicating a coupon is available.

* A number then will appear next to the "C" to designate which coupon to ask for.

* On a remote control, a viewer presses a "coupon" button and then the number.

* Seconds later, the manufacturer's coupon is printed out on the CouponSelect printer.

If the San Diego trial works out, Acu-Trac will try to market its TV coupon program to cable operators nationwide.

Chairman Charles Jones believes the company will have installed its couponing system in 1 million cable television households by the end of 1995.

He expects, in fact, that various forms of electronic coupon delivery will spread "a lot faster than anybody expects."

Economics will drive the push, he figures. With electronic dispensing, the production of coupons can be controlled precisely. That - and security measures instituted invisibly in the system - should cut back on false redemption of coupons.

For instance, retailers who are so inclined can ship back pads of coupons or cut out coupons from stacks of newspaper inserts, to get more money back from manufacturers than they are properly entitled to. Such "misredemption" accounts for about $1.4 billion out of the $7.1 billion of coupons that manufacturers redeem in a year, Mr. Jones estimates.

Acu-Trac, which tracks coupons and their effectiveness for big consumer products companies such as Colgate-Palmolive and Procter and Gamble, figures the electronic coupon delivery also will save a lot of trees. The company estimates that only 2.3 percent of the 310.8 billion print coupons distributed last year actually got redeemed. With "on-demand" coupons, coupons would only be printed for those couch potatoes who showed interest in them. Acu-Trac figures 35 percent of CouponSelect coupons then will be used.

"I think in one form or another you'll see 80 percent of the current couponing market being done electronically" very shortly, he said. If he's right, that would represent a tremendous hit on the printed insert business that fattens Sunday newspapers, as well as direct mailers, who pack coupons in envelopes and ship them directly to homes.

The various forms of **electronic coupon** delivery could include **direct** to personal **computers** , through online services; in-store **kiosks** , and **printers** attached to television sets, whether using broadcast signals or wires. His projected time frame for the takeover of couponing by means of electronic delivery: Three years.

"No way", said Mr. Jacobs, the interactive services consultant. "People's habits and preferences just don't change that fast."

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COMPANY NAMES: Acu-Trac Services Inc.--Services
DESCRIPTORS: Cable Television; Interactive Cable; Promotion of Product; Marketing Strategy; Test Markets
SIC CODES: 7311 Advertising agencies; 4841 Cable and other pay TV services
FILE SEGMENT: CD File 275

8/9/7 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07072484 Supplier Number: 59610727 (THIS IS THE FULLTEXT)
planet U Files Suit Against CoolSavings and Pep Boys for Infringement of Its Recently Acquired Patent.
Business Wire, p0078
Feb 23, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 449
TEXT:
;;;;Business Editors & High-Tech Writers
nbsp;;;;SAN FRANCISCO--(BUSINESS WIRE)--Feb. 23, 2000
planet U(TM), Inc., the online promotions network for the consumer goods industry, today announced it has filed suit against CoolSavings.com, Inc., and The Pep Boys Manny Moe & Jack of California and The Pep Boys - Manny, Moe & Jack (NYSE:PBY), doing business as Pep Boys(R), for infringement of its recently acquired patent relating to user-**printed** coupon distribution **systems** . Pep Boys is a vendor that provides user-printable offers through CoolSavings' Web site. The suit was filed with the United States District Court, Northern District of California in San Francisco. planet U's United States Patent No. 5,907,830 was issued on May 25, 1999, and describes, in part, **systems** for **electronic coupon** distribution, interactive and **targeted** marketing to consumers, and coupon **printing** .

;;;;"We believe this is a strong and valuable patent," said Bill Purcell, CEO and founder of planet U. "And we are committed to protecting and enforcing our patent rights."

;;;;planet U Internet Coupons

;;;;planet U offers Internet coupons, called U-pons(TM) Internet coupons, that can be accessed across a network of retailer, marketer, and partner Web sites. Based on the consumer profile, usage history and targeting guidelines set by the marketer, consumers receive offers that are "right" for them. The consumer then selects the offers they wish to receive.

;;;;The "Net-to-Direct Mail(TM)" U-pons Internet coupon program offers securely printed coupons that are mailed directly to the consumer via first class mail. These coupons can be redeemed at hundreds of thousands of retail outlets that accept paper coupons.

;;;;With the "paperless" U-pons Internet coupon program, coupons are transferred electronically to the retailer's point-of-sale system. When a customer visits their local retail store and presents their frequent shopper card, the savings are automatically deducted from the total purchase.

;;;;About planet U

;;;;planet U is the online promotions network for the consumer goods industry that most effectively connects manufacturers, retailers, and consumers. planet U provides manufacturers and retailers with the capability to deliver highly personalized and targeted promotions across its network of retailer Web sites, representing more than 6,000 retail locations, and Web partner sites. In 1999, the company entered into an agreement with News America Marketing, a division of News Corp. (NYSE:NWS), to represent planet U's Internet coupon technology as part of its SmartSource(TM) portfolio of consumer promotion products and services for consumer packaged goods manufacturers. planet U is located in San Francisco, California. (www.planetu.com)

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PUBLISHER NAME: Business Wire
COMPANY NAMES: *Pep Boys-Manny, Moe and Jack
PRODUCT NAMES: *5531000 (Motor Vehicle Parts Stores)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
SIC CODES: 5531 (Auto and home supply stores)
NAICS CODES: 44131 (Automotive Parts and Accessories Stores)
TICKER SYMBOLS: PBY
SPECIAL FEATURES: LOB; COMPANY

8/9/12 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05873049 Supplier Number: 53047067 (THIS IS THE FULLTEXT)
Emaginet Expands National Presence.
Business Wire, p1358
Sept 30, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 751
TEXT:
DISTRICT OF COLUMBIA--(BUSINESS WIRE)--Sept. 30, 1998--
Two Marketing Leaders to Head New Silicon Valley Office and to Grow E-Centives Partnership Opportunities

Emaginet(tm), Inc., developers of breakthrough technologies for next generation digital couponing, e-centives(tm), today announces the opening of its new Silicon Valley office. Generating and strengthening visibility, the new Emaginet office will facilitate future strategic partnerships and boost the existing business providing more value to the consumer.

"We are very pleased to be expanding into the world's technology epicenter," said Kamran Amjadi, president and co-founder of Emaginet. "A presence in the area will enable us to tap into a wealth of partnership opportunities with leading companies who want to take advantage of the powerful marketing opportunities behind digital couponing."

Emaginet's first product, "e-centives", is a **digital coupon** technology that enables consumers to receive savings through special offers or coupons on products or services they are interested in, automatically delivered and stored by category through a web-based account. Any personal information that identifies an individual user is digitally encoded to maintain the privacy and anonymity of the consumer. For marketers, the e-centives **system** enables them to identify qualified customers via the Internet and electronically deliver them **personalized** and **targeted digital coupons** based on their shopping interests. The technology is fully integrated with major e-commerce software products used to build electronic storefronts, allowing automatic **online coupon** redemption on the Internet. Alternatively, these offers can be **printed** out as a paper coupon to be redeemed at retail.

Industry Trailblazers Lead West Coast Office

Vice President of Business Development, Bill Peck, and Director of Business Development, Ira Becker, will lead Emaginet's Silicon Valley office.

With more than 15 years of advertising and strategic relations experience in launching and leading significant Internet ventures such as Infoseek and HotWired to international recognition, Bill Peck has joined Emaginet as vice president of business development. An expert in new business development for securing technology and distribution partnerships, brand building and digital commerce, Peck will steer Emaginet to Internet leadership in the online promotion arena. Peck will oversee all business development operations for the company, pursue partnerships, generate new business leads and expand Emaginet's strategic relationships.

Prior to joining Emaginet, Peck was among the original founding team at Infoseek, where he served as director of advertising and strategic relations and established Infoseek as an industry leader. Previously, Peck

was director of advertising for Wired Ventures, where he launched HotWired, the Internet's premier advertising revenue-supported publishing site. In addition, Peck has served as president of NetRevenue, a company he launched in January 1996 to provide leadership, strategic direction, and results for Internet start-up companies.

"I am very excited to join a company that is clearly at the forefront of personalized promotions on the Internet," said Peck. "What Silicon Valley is to the high-tech industry, Emaginet is to digital couponing. As a result, we are pleased to expand Emaginet's existing partnership base from the wealth of innovative companies based in the area."

With more than 9 years experience in the Internet and publishing industries, Ira Becker is charged with building strategic partnership relationships for Emaginet. Prior to joining Emaginet, Becker served as director of sales development at PointCast, where he was responsible for developing and executing content partnerships, as well as electronic commerce and web-based initiatives. Previously, Ira was vice president of sales at inquiry.com, a leading Internet resource for IT professionals. Ira has also spent 6 years at Ziff-Davis where he was responsible for managing advertising sales programs.

"Emaginet is committed to driving e-commerce initiatives with our innovative, cutting-edge couponing technology and pursuing the best e-centives partnerships for consumers," said Becker. "We will capitalize on the caliber of companies based in the area to give consumers the best offers in the business."

Emaginet's Silicon Valley office is located at 303 Twin Dolphin Drive, Suite 600 in Redwood City, California 94065 and can be reached via telephone at (650) 632-4300.

About Emaginet

Emaginet, Inc. was founded with the mission of creating innovative and unique marketing technologies to bring buyers and sellers together on the Internet. The company was formed in August 1996, and is venture capital-backed with an $11 million investment from Friedli Corporate Finance - the leading Swiss venture capital firm representing European public and private investment funds and affiliates of major European banks. Emaginet has assembled an experienced technology, marketing and sales team from companies such as Infoseek, Pointcast, Oracle, IBM, Hewlett Packard, CyberCash, Poppe Tyson, EDS, AC Nielsen and Discovery Communications, to name a few.

COPYRIGHT 1998 Business Wire
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PUBLISHER NAME: Business Wire
COMPANY NAMES: *Emaginet(tm) Inc.
EVENT NAMES: *120 (Organizational history)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *7372640 (Electronic Commerce Software)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
NAICS CODES: 51121 (Software Publishers)
SPECIAL FEATURES: COMPANY

8/9/13 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04556112 Supplier Number: 46696401 (THIS IS THE FULLTEXT)
ICN Plots Targeted E-Couponing
Brandweek, p8
Sept 9, 1996
ISSN: 1064-4318
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 258
TEXT:
Scott Hume

A new venture, Interactive Coupon Network, this week will unveil a new system for non-grocery retailers to dispense coupons and track consumers

via the Internet.

In November, ICN will open a World Wide Web site at www.coolsavings.com. Consumers who register with ICN, in exchange for basic household data, can access and print coupons for regional and national retailers. ICN is targeting department and specialty stores, restaurants, lodging companies, theaters and entertainment attractions.

Coupon-printing software will be downloadable from the Web site. Coupons will carry standard bar code plus an additional household-specific bar code that will allow advertisers to track usage and prevent fraud, said Hillel Levin, president of ICN. The company expects to have 15 charter advertisers participating when the **Internet** site opens.

Coupons can be **targeted** to users by region, zip code or by household demographics. By involving only non-grocery retailers, ICN avoids the need for a clearinghouse to handle redemption. It also sidesteps the problem of convincing retailers to accept **computer -printed** coupons because they will be authorized by chain franchisors, Levin said.

'Without question, significant promotions and couponing will be done through the Internet, but it will have to reach a critical mass to draw them, and there will have to be assurance of controls,' said Joan Johnson, a principal of Punch Marketing in Clemons, N.C., a couponing specialist.

The ICN program also includes 'c-mail,' which will allow advertisers to provide personalized coupons and special offers to households. National advertiser rate for basic couponing service will be $7,900 per month.

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PUBLISHER NAME: BPI Communications, Inc.
COMPANY NAMES: *Interactive Coupon Network
EVENT NAMES: *360 (Services information)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *7318010 (Couponing Services)
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)
NAICS CODES: 54189 (Other Services Related to Advertising)
SPECIAL FEATURES: COMPANY
ADVERTISING CODES: 25 New Electronic Marketing
?

24/3,K/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01668374 03-19364
Web coupons clipping costs for big retailers
Machlis, Sharon
Computerworld v32n27 PP: 0_1, 79 Jul 6, 1998
ISSN: 0010-4841 JRNL CODE: COW
WORD COUNT: 623

...ABSTRACT: direct marketers are offering coupons on the World Wide Web. The advantage of Internet coupons over their paper counterparts is that advertisers can more finely **target** their offers. **Internet coupons** are also less expensive to distribute because there is no cost for **printing** , postage or newspaper, magazine advertising. Early indications are that Web coupons have a higher response rate as well. **Cool Savings** said 20% of its coupons **printed** out are actually used in a store.
...TEXT: age.

Major retailers, manufacturers and direct marketers are offering coupons on the World Wide Web - not simply discounts for buying online, but offers you can **print** out and bring to a store.

"It's another opportunity for us to sell more product to a different customer," said Al Trotta, marketing manager...

...of intelligence that you can compile this way is really mindboggling."

Internet coupons are also less expensive to distribute because there is no cost for **printing** , postage or newspaper/magazine advertising. Early indications are that Web coupons have a higher response rate as well.

FRAUD FEARS

But there are problems along...

... pioneered in-store electronic coupons has created a separate division called Supermarkets Online, Inc. devoted to Web coupons. "The Internet is a much better delivery **system** than traditional coupons," said David Rochon, CEO of the new division.

Its ValuPage Web site (www. valupage.com) has signed up 37 national manufacturers and...

... consumers said they were concerned about privacy issues - yet 92% also said they would give some information in return for personalized values, Rochon said.

The **Interactive Coupon Network** in Chicago posted a Web coupon site in March 1997 with retailers such as JC Penney Co., Kmart and Toys R Us, Inc. Its **Cool Savings** (www.**coolsavings** . com) site is registering 100,000 new users per month and already has more than a million, said Chairman Steven Golden.

"Our 'clip rate' has...

...Kmart believes the program is bringing new customers into its stores, he said. While the redemption rate for a typical paper coupon is around 2%, **Cool Savings** said 20% of its coupons **printed** out are actually used in a store. Golden predicts **Cool Savings** will become profitable next year. But offerings on many sites aiming to target ads by city still pale in comparison with what is available on...

24/3,K/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
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01637872 02-88861

Domino's to join other chains in testing Internet coupons

Cebrzynski, Gregg

Nation's Restaurant News v32n21 PP: 12 May 25, 1998
ISSN: 0028-0518 JRNL CODE: NRN
WORD COUNT: 684

ABSTRACT: Domino's Pizza is expected to begin testing its first **Internet coupon** promotion in July, **targeting** 4 markets with a variety of offers. The chain will place the coupons on the **CoolSavings** site, an Internet coupon provider that is a year old and has about 600,000 subscribers.

TEXT: ANN ARBOR, Mich. - Domino's Pizza is expected to begin testing its first **Internet coupon** promotion in July, **targeting** four markets with a variety of offers.

The chain will place the coupons on the **CoolSavings** site, an Internet coupon provider that is a year old and has about 600,000 subscribers.

"The goal is to test its effectiveness as a...

... February to determine how on-line coupons fit in with its marketing strategy, and Chuck E. Cheese's has offered coupon promotions through Chicago-based **CoolSavings** since the site debuted in March 1997. McDonald's and Dunkin' Donuts also have tested coupon promotions.

The Domino's test will run through September...

... to roll out the program in other areas of the country in 1999, Van Belkum said.

Long John Silver's is distributing coupons regionally through **CoolSavings** , offering discounts on sandwiches, variety platters and family meals, according to Cynthia Boucher of Edge **Systems** , Dallas, which is handling the promotions.

Based on the number of coupons that have been downloaded so far, "we're doing really well in some...

... president of marketing for the pizza chain. "We had no specific expectations except to find out what will happen. We're pleased with the results."

CoolSavings promises to deliver an audience that's hard to reach through other media. Subscribers are young and affluent consumers who are less likely to read newspapers and watch broadcast TV than previous generations, and who consider the Internet a time-saving **device** .

To log onto the **CoolSavings** Web site, consumers must register with a name, e-mail address, and at least an area code or Zip code. They "clip" coupons by downloading them to their **printers** , using software provided by **CoolSavings** . Coupons contain the household's name, serial number and bar code.

The registration process and serial number are designed to help companies target by Zip and area code, demographics, eating habits, and interests subscribers show by entering **CoolSavings** contests or reading one of the on-line guides. Chuck E. Cheese's offers a guide called "Planning the Perfect Kids' Party."

The chain offers on-line coupons for package deals and free tokens, just as it does with its "very effective" traditional **print** coupons, Rice said, but using the Internet has a potential to reach consumers who pay no attention to the Sunday newspaper ad supplements.

"The ultimate...
... so you eliminate the waste, and your message is directed to people who are likely to be your customer," he said.

That's precisely what **CoolSavings** says it can deliver to advertisers: "A national data base of consumers who want coupons," said Matthew Moog, the company's vice president of sales and marketing. aThey like to respond to special offers."

The ability to target by region or by coupon use and then track redemptions is the **CoolSavings** selling point," Moog said.

Internet couponing overall has become more popular, but its growth rate is misleading in terms distribution. The volume of on-line...

24/3,K/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01374710 00-25697
Consumer access
Anonymous
Progressive Grocer v76n2 PP: 68 Feb 1997
ISSN: 0033-0787 JRNL CODE: PGR
WORD COUNT: 95

ABSTRACT: **Interactive Coupon Network** has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The company's site offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. **Interactive Coupon Network** (www **CoolSavings** .com)
TEXT: **Interactive Coupon Network** , Chicago, has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The com pany's site (www.CoolSav ings.com) offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. The service also enables shoppers to receive photos and video of featured products and lists of stores closest to their homes. ICN has created several features to ensure that consumers will come back. One item is c-mail, which shows the **CoolSavings** pig, flashing in and out of a mailbox with a personalized coupon.
WWW **COOLSAVINGS** .COM
COMPANY NAMES:
Interactive Coupon Network

24/3,K/4 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01295664 99-45060
ICN plots targeted e- couponing
Hume, Scott
Brandweek v37n35 PP: 8 Sep 9, 1996
ISSN: 1064-4318 JRNL CODE: IADW

ICN plots targeted e- couponing

ABSTRACT: **Interactive Coupon Network** (ICN) this week will unveil a new **system** for non-grocery retailers to dispense coupons and track consumers via the Internet. In November, ICN will open a World Wide Web site. Consumers who register with ICN, in exchange for basic household data, can access and **print** coupons for regional and national retailers.
COMPANY NAMES:
Interactive Coupon Network

24/3,K/5 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05893540 Supplier Number: 53092647 (USE FORMAT 7 FOR FULLTEXT)
Boole & Babbage Announces New COMMAND/POST Power Module for Oracle.
Business Wire, p1127
Oct 19, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1061

... Databases
Boole & Babbage(R) (Nasdaq:BOOL) today announced the availability of the new COMMAND/POST(R) Power Module for Oracle, an agent that provides powerful **systems** management capabilities out-of-the-box for Oracle 7 and Oracle 8 database and applications environments. The Power Module for Oracle takes away the administrative...

...analyst Aberdeen Group.
The Power Module for Oracle extends the capabilities of COMMAND/POST by combining Oracle database management with enterprise management of the surrounding **systems** and networking infrastructure that might affect the application's service and availability.
Oracle database servers are business-critical resources, as they contain a corporation's financial **systems** , ERP **systems** , order processing, fulfillment **systems** and other key information. Therefore, performance and availability is a serious concern for IT operations and the applications or **systems** managers with responsibility for the Oracle servers.
Out-of-the-box, the Oracle-specific monitoring capabilities of the Power Module for Oracle include:
-- Table Space Monitoring
-- **System** Global Area (SGA) Monitoring
-- Oracle Sessions Monitoring
-- Database Objects Status Monitoring
-- Individual Tables Statistics
-- Multithreaded Server Statistics
The Power Module for Oracle supports Oracle databases...

...the health of the entire IT infrastructure. Pre-configured COMMAND/POST Power Modules enhance the enterprise conser in availability and service level management for distributed **systems** . Its Enterprise Automation product lines provide a management solution for the entire IT enterpri Web technologies. The Boole & Babbage set of solutions is currently used...

...utilities to improve service levels and reduce IT management costs. Founded in 1967, Boole & Babbage is the oldest publicly traded independent software vendor in the **systems** management industry and today is approximately a $225 million company with 930 employees in 43 offices in 26 countries. Corporate headquarters are located in San...

...product names and trademarks mentioned herein are the trademarks
408/526-3430 (office)
408/tion; Claims Infringement of the Unique Process Behind Its Targeted Promotion **System**
Business Editor The lawsuit charges that Maryland-based Emaginet has offered consumer and advertiser services that infringe on the **CoolSavings** patent for distributing **printed** and electronic coupons through the Internet. The patented **CoolSavings** **system** is the first to provide target marketing capabilities to advertisers and still protect the privacy of consumers. This powerful **system** has quickly positioned **CoolSavings** among the most frequently visited Web sites on the Internet, with a rapidly growing database of 1.6 million registered shoppers.

"**CoolSavings** is proud to deliver innovative technologies and services to help companies expand their business through targeted campaigns, while answering consumer demand for privacy," said Steven M. Golden, Chairman and CEO of **coolsavings** .com. "To protect our position as an industry leader -- and the value of our research and development investments -- **CoolSavings** will continue to vigorously enforce our patent rights."

The **CoolSavings system** offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target printed** or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles...

...range of household characteristics to target the offer, they do not know the names, addresses or e-mail addresses of the individuals they target. The **CoolSavings system** remains a buffer protecting the privacy of those consumers.

Since launch, in March 1997, **CoolSavings** has been the leading provider of Internet based sales promotion services, offering a broad range of programs for national retailers, manufacturers, restaurants, travel providers and service firms. Today, with more than 1.6 million registered members, **CoolSavings** is rated by MediaMetrix among the Top Ten most frequently visited shopping sites on the Internet.

For further information, call Steven Golden at 773-693-1300, or the **CoolSavings** lead counsel, Thomas G. Scavone, at 312-236-0733, the offices of Niro, Scavone, Haller & Niro.

PRODUCT NAMES: 7372560 (**Systems** Management Software)

24/3,K/6 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
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05873049 Supplier Number: 53047067 (USE FORMAT 7 FOR FULLTEXT)

Emaginet Expands National Presence.

Business Wire, p1358
Sept 30, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 751

Two Marketing Leaders to Head New Silicon Valley Office and to Grow **E -Centives** Partnership Opportunities

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...a wealth of partnership opportunities with leading companies who want to take advantage of the powerful marketing opportunities behind digital couponing."

Emaginet's first product, "**e -centives** ", is a digital coupon technology that enables consumers to receive savings through special offers or coupons on products or services they are interested in, automatically...

...based account. Any personal information that identifies an individual user is digitally encoded to maintain the privacy and anonymity of the consumer. For marketers, the **e -centives system** enables them to identify qualified customers via the Internet and electronically deliver them **personalized** and **targeted digital coupons** based on their shopping interests. The technology is fully integrated with major e-commerce software products used to build electronic storefronts, allowing automatic online coupon redemption on the Internet. Alternatively, these offers can be **printed** out as a paper coupon to be redeemed at retail.

Industry Trailblazers Lead West Coast Office

Vice President of Business Development, Bill Peck, and Director...

...responsible for managing advertising sales programs.

"Emaginet is committed to driving e-commerce initiatives with our innovative, cutting-edge couponing technology and pursuing the best **e - centives** partnerships for consumers," said Becker. "We will capitalize on the caliber of companies based in the area to give consumers the best offers in the...

24/3,K/7 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05816440 Supplier Number: 50322915 (USE FORMAT 7 FOR FULLTEXT)
Krogers Grocery Chain Tests Out Net Coupon Strategy With planet U
Electronic Advertising & Marketplace Report, v12, n17, pN/A
Sept 22, 1998
Language: English Record Type: Fulltext
Article Type: Article
Document Type: Magazine/Journal; Trade
Word Count: 538

(USE FORMAT 7 FOR FULLTEXT)
Krogers Grocery Chain Tests Out Net Coupon Strategy With planet U
TEXT:
Grocery chain The Kroger Co. (Cincinnati, OH) has begun offering consumers access to **personalized** discount **coupons** over the **Internet** through a partnership with Internet coupon firm **planet U** (San Francisco).

Planet U will help the $26 billion giant distribute coupons via the Web for nearly 1,400 stores, collecting user information and tracking buying behavior along the...

...coupons for partners such as AT&T and Whirlpool; Cool Offers (www.cooloffers.com), which provides interactive coupons for department and specialty store shoppers; and **Planet U** competitor ValuPage (www.valupage.com), which offers grocery shoppers coupons for national food brands.

The difference, **planet U** executives say, is that their company has developed a paperless couponing option that provides discounts through frequent shopper cards, while competitors require consumers to either **print** out coupons or wait for them to be delivered via snail mail.

Planet U 's services address the same purpose as the massive coupon stacks found in most Sunday newspapers. Every week, about 55 million consumers get a newspaper stuffed with these coupons. However, only a small percentage of those paper coupons ever make it to the store, direct marketers have found.

Planet U claims that its service offers a dramatically better return than newspaper coupons. While roughly 1.5% to 2% of newspaper coupons are redeemed, some 20% of **planet U** 's personalized "U-pons" are used, said Bob Egan, vice president of marketing and information services.

"Typically, if you look at a freestanding insert, all...

...case, the coupons are then mailed to the consumer, complete with a personalized number allowing the supermarket to connect buyers with their shopping choices.

Ultimately, **planet U** executives believe, most supermarkets will adopt paperless coupons. That's how consumers shopping at Dick's Supermarkets (Platteville, WI) already get their Web discounts. Dick's, which began working with **planet U** in February, is offering U-pons to its 53,000 active "Savings Club" members, who can usually choose from 10 to 15 coupons. To date...
COMPANY NAMES: Kroger Co.; **planet U**
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); CMPT (**Computers** and Office Automation)

24/3,K/8 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04556112 Supplier Number: 46696401 (USE FORMAT 7 FOR FULLTEXT)
ICN Plots Targeted E- Couponing
Brandweek, p8
Sept 9, 1996
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 258

ICN Plots Targeted E- Couponing

A new venture, **Interactive Coupon Network** , this week will unveil a new **system** for non-grocery retailers to dispense coupons and track consumers via the Internet.

In November, ICN will open a World Wide Web site at www.**coolsavings** .com. Consumers who register with ICN, in exchange for basic household data, can access and **print** coupons for regional and national retailers. ICN is targeting department and specialty stores, restaurants, lodging companies, theaters and entertainment attractions.

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'Without question, significant promotions and couponing will be done through the Internet, but it...
COMPANY NAMES: **Interactive Coupon Network**

24/3,K/9 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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10546011 SUPPLIER NUMBER: 53108529 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Free Stuff on the Web.
McDermott, Irene E.
Searcher, 36(1)
Oct 1, 1998
ISSN: 1070-4795 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2216 LINE COUNT: 00179

... you is incredibly valuable - almost as precious as your attention span. Michael Goldhaber writes in his article "The Attention Economy and the Net" (http://www.**cybergold** .com/company/clippings/michael... gratification. You don't have to wait for it to come in the mail. Here are some of the best collections:

DOWNLOAD. COM for the **PC**
http://www.download.com
CNET sponsors this service that organizes the Internet's vast offerings of down-loadable software into a single source.

PCC Exclusives. Amazing Free Stuff
http://www.zdnet.com/pccomp/features/exc10898/freestuff
The editors of **PC** Computing bring you a current, annotated listing of the best free (and free trial) software available.

TUCOWS
http://www.tucows.com
TUCOWS claims to be...

...Still, the Java applet proved so complex that it crashed my 133 Pentium running on a T1 line. This is not a site for small **computers** .

Yoyodyne

http://www.yoyo.com

Yoyodyne Entertainment considers itself number one in online games, including "Get Rich Click" and "EZWheels."

Coupons

After staying up all night surfing for freebies, you may need a coupon guaranteeing 75 cents off for an antacid.

Cool Savings

http://www.**coolsavings** .com

Cool Savings , a division of MyPoints, requires free registration along with some demographic details. In return, you may **print** out coupons for discounts from such companies as Alamo Rent-a-Car, Chuck E. Cheese's, and Sears' Portrait Studio.

Internet Coupon Directory

http://www.coupondirectory.com

Apply online to get grocery coupons sent to your home.

Free Samples

Ordering free samples is like shopping at the 99...

...some sites that pay you for filling out surveys and surfing around. Although, if you have to work, it's not exactly free, is it.

CyberGold

http://www.**cybergold** .com

CyberGold claims that it has found a way to capture and reward the attention of Web surfers. It pays you to look at advertising on the Web! **CyberGold** also offers a couple of online games to play.

MyPoints

http://www.mypoints.com

Fill out interest and demographic surveys and get paid in "points... this site to improve your surfing speed.

Launchboard

http://www.darwinkeyboards.comllaunch.htm

LaunchBoard software allows you to customize up to 38 keys on your **PC** keyboard to instantly launch custom macros, store passwords, and type in your name and address over and over for all the different contests you enter...

?

24/9/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01668374 03-19364

Web coupons clipping costs for big retailers

Machlis, Sharon

Computerworld v32n27 PP: 0_1, 79 Jul 6, 1998 CODEN: CMPWAB ISSN: 0010-4841 JRNL CODE: COW
DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages
WORD COUNT: 623

ABSTRACT: Major retailers, manufacturers and direct marketers are offering coupons on the World Wide Web. The advantage of Internet coupons over their paper counterparts is that advertisers can more finely **target** their offers. **Internet coupons** are also less expensive to distribute because there is no cost for **printing** , postage or newspaper, magazine advertising. Early indications are that Web coupons have a higher response rate as well. **Cool Savings** said 20% of its coupons **printed** out are actually used in a store.

TEXT: COUPONS ARE moving into the digital age.

Major retailers, manufacturers and direct marketers are offering coupons on the World Wide Web - not simply discounts for buying online, but offers you can **print** out and bring to a store.

"It's another opportunity for us to sell more product to a different customer," said Al Trotta, marketing manager at Cumberland Farms, Inc., a chain of about 8oo convenience stores based in Canton, Mass. Others using online coupons include Kmart Corp., Nabisco Brands o., General Mills, Inc., H & R lock, Inc. and McDonald's orp.

The advantage of Internet coupons over their paper counterparts is that advertisers can more finely target their offers.

If Web site registration includes a consumer's grocery store "loyalty card" number, for example, a company has a year's worth of family buying patterns to mine. That could help, say, a peanut butter company use targeted coupons to lure users of rival brands.

"This is going to be very sophisticated . . . consumer sleuthing," said Marian Salzman, director of the Young & Rubicam, Inc. brand futures group in New York. "The degree of intelligence that you can compile this way is really mindboggling."

Internet coupons are also less expensive to distribute because there is no cost for **printing** , postage or newspaper/magazine advertising. Early indications are that Web coupons have a higher response rate as well.

FRAUD FEARS

But there are problems along with savings. Some in the industry worry about fraud, such as consumers altering a coupon they have downloaded. (Although online coupon advocates argue people can already scan in and alter paper coupons.) And the reach of the Internet - perhaps 50 million individuals online total - still can't touch the 55 million households that get Sunday newspapers.

Also, the thought of all that consumer information being tracked is likely to make privacy advocates queasy.

Still, proponents say online coupons are important as an increasing number of Americans move onto the 'net.

Catalina Marketing Corp. in St. Petersburg, Fla. - a $2Iy million company

that pioneered in-store electronic coupons has created a separate division called Supermarkets Online, Inc. devoted to Web coupons. "The Internet is a much better delivery **system** than traditional coupons," said David Rochon, CEO of the new division.

Its ValuPage Web site (www. valupage.com) has signed up 37 national manufacturers and more than 7,000 supermarkets and handled 200,000 users during a recent week, he said.

Shoppers there receive a weekly bar-coded shopping list they take to a local store. After presenting that list at checkout time, they receive "Web bucks" good for any future purchase at the store. In California tests last fall, many consumers said they were concerned about privacy issues - yet 92% also said they would give some information in return for personalized values, Rochon said.

The **Interactive Coupon Network** in Chicago posted a Web coupon site in March 1997 with retailers such as JC Penney Co., Kmart and Toys R Us, Inc. Its **Cool Savings** (www.**coolsavings** . com) site is registering 100,000 new users per month and already has more than a million, said Chairman Steven Golden.

"Our 'clip rate' has beaten our expectations," said John Jeanmonod, Internet merchandise manager at Kmart in Troy, Mich. Kmart believes the program is bringing new customers into its stores, he said. While the redemption rate for a typical paper coupon is around 2%, **Cool Savings** said 20% of its coupons **printed** out are actually used in a store. Golden predicts **Cool Savings** will become profitable next year. But offerings on many sites aiming to target ads by city still pale in comparison with what is available on paper. "Many ... offerings remain anemic and poorly organized," according to a report by Jupiter Communications, Inc. in New York.

THIS IS THE FULL-TEXT. Copyright CW Publishing Inc 1998
GEOGRAPHIC NAMES: US

DESCRIPTORS: Web sites; Discount coupons; Market potential
CLASSIFICATION CODES: 9190 (CN=United States); 5250 (CN=Telecommunications systems); 7000 (CN=Marketing)

24/9/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

01374710 00-25697
Consumer access
Anonymous
Progressive Grocer v76n2 PP: 68 Feb 1997 ISSN: 0033-0787 JRNL CODE: PGR
DOC TYPE: Journal article LANGUAGE: English LENGTH: 1 Pages
WORD COUNT: 95

ABSTRACT: **Interactive Coupon Network** has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The company's site offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. **Interactive Coupon Network** (www **CoolSavings** .com)

TEXT: **Interactive Coupon Network** , Chicago, has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The com pany's site (www.CoolSav ings.com) offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. The service also enables shoppers to receive photos and video of featured products and lists of stores closest to their homes. ICN has created several features to ensure that consumers will come back.

One item is c-mail, which shows the **CoolSavings** pig, flashing in and out of a mailbox with a personalized coupon.

WWW **COOLSAVINGS** .COM

THIS IS THE FULL-TEXT. Copyright Maclean-Hunter Media Inc 1997
COMPANY NAMES:
Interactive Coupon Network
GEOGRAPHIC NAMES: US

DESCRIPTORS: Web sites; Discount coupons
CLASSIFICATION CODES: 9000 (CN=Short Article); 9190 (CN=United States); 8302 (CN=Software and computer services); 7200 (CN=Advertising)

24/9/4 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

01295664 99-45060
ICN plots targeted e- couponing
Hume, Scott
Brandweek v37n35 PP: 8 Sep 9, 1996 ISSN: 1064-4318 JRNL CODE: IADW
DOC TYPE: Journal article LANGUAGE: English LENGTH: 1 Pages

ABSTRACT: **Interactive Coupon Network** (ICN) this week will unveil a new **system** for non-grocery retailers to dispense coupons and track consumers via the Internet. In November, ICN will open a World Wide Web site. Consumers who register with ICN, in exchange for basic household data, can access and **print** coupons for regional and national retailers.

COMPANY NAMES:
Interactive Coupon Network
GEOGRAPHIC NAMES: US

DESCRIPTORS: Discount coupons; Web sites; Retail stores
CLASSIFICATION CODES: 7200 (CN=Advertising); 8390 (CN=Retailing industry); 9190 (CN=United States); 9000 (CN=Short Article)

24/9/7 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2000 The Gale Group. All rts. reserv.

05816440 Supplier Number: 50322915 (THIS IS THE FULLTEXT)
Krogers Grocery Chain Tests Out Net Coupon Strategy With planet U
Electronic Advertising & Marketplace Report, v12, n17, pN/A
Sept 22, 1998
Language: English Record Type: Fulltext
Article Type: Article
Document Type: Magazine/Journal; Trade
Word Count: 538
TEXT:
Grocery chain The Kroger Co. (Cincinnati, OH) has begun offering consumers access to **personalized** discount **coupons** over the **Internet** through a partnership with Internet coupon firm **planet U** (San Francisco).

Planet U will help the $26 billion giant distribute coupons via the Web for nearly 1,400 stores, collecting user information and tracking buying behavior along the way.

Kroger is hardly the first consumer company to jump on the Web coupon bandwagon. A multitude of Web promotions companies have hit the scene over the past couple of years, attracting a cross-section of major consumer packaged goods and services marketers.

Examples include DirectValue.com (www.dv2u.com), which hawks samples and discount coupons for partners such as AT&T and Whirlpool; Cool Offers (www. cooloffers.com), which provides interactive coupons for department

and specialty store shoppers; and **Planet U** competitor ValuPage (www.valupage.com), which offers grocery shoppers coupons for national food brands.

The difference, **planet U** executives say, is that their company has developed a paperless couponing option that provides discounts through frequent shopper cards, while competitors require consumers to either **print** out coupons or wait for them to be delivered via snail mail.

Planet U 's services address the same purpose as the massive coupon stacks found in most Sunday newspapers. Every week, about 55 million consumers get a newspaper stuffed with these coupons. However, only a small percentage of those paper coupons ever make it to the store, direct marketers have found.

Planet U claims that its service offers a dramatically better return than newspaper coupons. While roughly 1.5% to 2% of newspaper coupons are redeemed, some 20% of **planet U** 's personalized "U-pons" are used, said Bob Egan, vice president of marketing and information services.

"Typically, if you look at a freestanding insert, all the manufacturer knows is that he spent a lot of money, then got a certain number of redemptions," Egan said. "We can do that, but also provide demographics, lifestyle and geographic information. We also know whether someone responded to a first offer, but didn't to the second."

To get their coupons, Kroger shoppers visiting the grocery store's Web site must register, provide demographic information and respond to queries about their shopping habits and needs. Once they've registered, they can select from a variety of coupons.

In Kroger's case, the coupons are then mailed to the consumer, complete with a personalized number allowing the supermarket to connect buyers with their shopping choices.

Ultimately, **planet U** executives believe, most supermarkets will adopt paperless coupons. That's how consumers shopping at Dick's Supermarkets (Platteville, WI) already get their Web discounts. Dick's, which began working with **planet U** in February, is offering U-pons to its 53,000 active "Savings Club" members, who can usually choose from 10 to 15 coupons. To date, 3,000 unique customers have visited the U-pons section of the Dick's Web site, according to company executives.

Usually, U-pons users end up redeeming their coupons within a week, which is much faster than traditional paper coupon use. "There seems to be a sense of urgency among people active on the Internet," said Ken Robb, senior vice president of marketing for Dick's. "There's a mindset that they need to take care of things right away."

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PUBLISHER NAME: Cowles-SIMBA Information
COMPANY NAMES: Kroger Co.; **planet U**
EVENT NAMES: *240 (Marketing procedures); 360 (Services information)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *5411000 (Grocery Stores); 4811529 (Online Services NEC)
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); CMPT (**Computers** and Office Automation)
NAICS CODES: 44511 (Supermarkets and Other Grocery (except Convenience) Stores); 514191 (On-Line Information Services)
SPECIAL FEATURES: LOB; COMPANY
?

DIALOG
6/26/00

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File 347:JAPIO Oct 1976-1999/Dec(UPDATED 000530)
        (c) 2000 JPO & JAPIO
File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200029
        (c) 2000 Derwent Info Ltd
?ds

Set     Items   Description
S1        291   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
              ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
              REBAT??? OR VOUCHER? ?)
S2    2242358   TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAIL-
              OR??? OR PERSONALI???? OR MADE(3W)ORDER
S3          7   S1(S)S2
S4         53   S1(S)(PRINT??? OR (HARD OR PAPER)(W)COP???)
S5         53   S4 NOT AY=1999:2000
S6         53   S5 NOT AD>=19990506
S7    5666081   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S8         23   S6(S)S7
?
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All Considered

3/3,K/1 (Item 1 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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012827446 **Image available**
WPI Acc No: 99-633678/199954
XRPX Acc No: N99-467943
Coupon **delivery method** e.**g. for** targeting **specific audiences for coupon distribution**
Patent Assignee: INTEL CORP (ITLC)
Inventor: GOLDSCHMIDT-IKI J M; HACKSON D N; SHAH-NAZAROFF A A; WILLIAMS C D
Number of Countries: 085 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9951031	A1	19991007	WO 99US6508	A	19990324	H04N-007/173	199954 B
AU 9931153	A	19991018	AU 9931153	A	19990324	H04N-007/173	200010

Priority Applications (No Type Date): US 9849884 A 19980327
Filing Details:

Patent	Kind	Filing Notes	Application	Patent
WO 9951031	A1			
		Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW		
		Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW		
AU 9931153	A	Based on	WO 9951031	

Language, Pages: WO 9951031 (E, 23)

Coupon **delivery method** e.**g. for** targeting **specific audiences for coupon distribution**

3/3,K/2 (Item 2 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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012289106 **Image available**
WPI Acc No: 99-095212/199908
XRPX Acc No: N99-069274
Redeemable product discount coupon generation system for internet - records serial number of coupons generated by internet coupon server and also transactions pertaining to redeemable coupons which are then updated
Patent Assignee: JOVICIC N (JOVI-I); ROSOV G A (ROSO-I)
Inventor: JOVICIC N; ROSOV G A
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5855007	A	19981229	US 95559777	A	19951115	G06F-017/60	199908 B

Priority Applications (No Type Date): US 95559777 A 19951115
Language, Pages: US 5855007 (17)

...Abstract (Basic): The **coupon** comprises **digital** representation of product image and uniform product barcode. A digital representation of indicia identifies discount information, product title, coupon owner's title, redemption specification, uniform product code, expiration date, coupon serial number, user's name, user ID number, user's internet address and user's **personalized** message...

3/3,K/3 (Item 3 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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012038974 **Image available**
WPI Acc No: 98-455884/199839
XRPX Acc No: N98-355748
Interactive consumer product promotion method - has computer controlled interactive games and personalised rebate forms with customer discount payment
Patent Assignee: SMALL M E (SMAL-I)
Inventor: SMALL M E
Number of Countries: 002 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5791991	A	19980811	US 95559798	A	19951115	A63F-003/06	199839 B
CA 2224032	A1	19990608	CA 2224032	A	19971208	G06F-017/60	199948 N

Priority Applications (No Type Date): US 95559798 A 19951115; CA 2224032 A 19971208
Language, Pages: US 5791991 (16); CA 2224032 (E)

...Abstract (Basic): ADVANTAGES- Match game offers cash incentive providing **target** audience for promotions and advertising. Matches can yield **instant** discounts or **vouchers** in the form of **personalised rebates** or **instant** fund transfer to the users account...

3/3,K/4 (Item 4 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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011736901 **Image available**
WPI Acc No: 98-153811/199814
XRPX Acc No: N98-122774
Printer for e.g. passbook, voucher - has upper guide formed on side of carrying portion and whose each junction end is exposed to medium insertion exit
Patent Assignee: OKI ELECTRIC IND CO LTD (OKID)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 10025042	A	19980127	JP 96180613	A	19960710	B65H-011/00	199814 B

Priority Applications (No Type Date): JP 96180613 A 19960710
Language, Pages: JP 10025042 (5)

...Abstract (Basic): upper guide (4) arranged on the upper portion of a butting guide (1) formed on the side of carrying portion (2) which carries a medium **e** .g. passbook, **voucher** by making the medium stand in a vertical **direction** .

3/3,K/5 (Item 5 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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011465566 **Image available**
WPI Acc No: 97-443473/199741
XRPX Acc No: N97-369270
Automatic sticking of tape to rear side of e.g. voucher **record book - using roll and cutter higher than surface of booklet, so that tape is drawn out to rear upper surface of booklet in downward** direction
Patent Assignee: KONOHANA KK (KONO-N)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 9202065	A	19970805	JP 9611786	A	19960126	B42C-009/02	199741 B

Priority Applications (No Type Date): JP 9611786 A 19960126
Language, Pages: JP 9202065 (9)

Automatic sticking of tape to rear side of e.g. voucher **record book**
...

...using roll and cutter higher than surface of booklet, so that tape is drawn out to rear upper surface of booklet in downward direction

3/3,K/6 (Item 6 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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011274324 **Image available**
WPI Acc No: 97-252227/199723
XRPX Acc No: N97-208654
Image reading apparatus for e.g. facsimile, copying machine - has image reading device and image processing device brought together in contact sensor
Patent Assignee: RICOH KK (RICO)
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
JP 9083755	A	19970328	JP 95263668	A	19950919	H04N-001/19	199723 B

Priority Applications (No Type Date): JP 95263668 A 19950919
Language, Pages: JP 9083755 (10)

...Abstract (Basic): The apparatus has original documents **e .g. voucher** pinched into a carrier sheet and fed to the reading surface of a contact sensor (7). The contact sensor brings together the image data to which a reading surface corresponds with two or more reduction lenses (7b) arranged on the main scanning **direction** of a reading surface in each reading sensor...

3/3,K/7 (Item 7 from file: 351)
DIALOG(R)File 351:DERWENT WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.

002394311
WPI Acc No: 80-L0783C/198046
Sheet metal bending machine - has bending beam with two working surfaces, driven by power cylinders via pusher rods
Patent Assignee: TSNIIPROEKTSTALKONS (TSNI-R)
Inventor: SKUDAR V F; SOLOVSKII A G
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
SU 725740	A	19800405					198046 B

Priority Applications (No Type Date): SU 2506419 A 19770711

...Abstract (Basic): rigidly connected to the bending beam and engaging with the rods of the power cylinders, and a mechanism for traversing the bending beam in a **direction** perpendicular to the axis of the columns and consisting of a driving cross beam (12) with holes for the rods, the latter being spring-loaded relative to the cross beam. the device is useful in bending sheet materials in joining products, **e .g.** in **rebating** and seaming.
?

3/5/1 (Item 1 from file: 351)
DIALOG(R)File 351:DERWENT WPI
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012827446 **Image available**
WPI Acc No: 99-633678/199954
XRPX Acc No: N99-467943
Coupon **delivery method** e.g. **for** targeting **specific audiences for coupon distribution**
Patent Assignee: INTEL CORP (ITLC)
Inventor: GOLDSCHMIDT-IKI J M; HACKSON D N; SHAH-NAZAROFF A A; WILLIAMS C D
Number of Countries: 085 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9951031	A1	19991007	WO 99US6508	A	19990324	H04N-007/173	199954 B
AU 9931153	A	19991018	AU 9931153	A	19990324	H04N-007/173	200010

Priority Applications (No Type Date): US 9849884 A 19980327
Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9951031	A1	E	23			
AU 9931153	A			Based on	WO 9951031	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN YU ZW
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

Abstract (Basic): WO 9951031 A1
NOVELTY - The method involves determining a target audience of one or more users of devices coupled to a network, the target audience is determined based on one or more preferences of the users stored in the respective users' devices. A coupon to the target audience determined is provided, where each coupon may be used a predetermined number of times.
DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for an arrangement for providing coupons to a device coupled to a network, a network, and a machine readable medium having stored on it data representing sequences of instructions.
USE - For targeting specific audiences for coupon distribution.
ADVANTAGE - Allows coupons to be delivered to specific people or groups such that wide distribution of coupons may be avoided.
DESCRIPTION OF DRAWING(S) - The figure shows an embodiment of a network that may provide coupons according to the invention.
pp; 23 DwgNo 3/4
Title Terms: COUPON; DELIVER; METHOD; SPECIFIC; AUDIENCE; COUPON; DISTRIBUTE
Derwent Class: T01; T05; W02
International Patent Class (Main): H04N-007/173
File Segment: EPI
?

8/TI/1 (Item 1 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Computer aided virtual coupons distributing method involves generating redemption data in consumer computer in response to consumer purchase of products corresponding to virtual coupons

8/TI/2 (Item 2 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Time plan display device - **consists of timetables** printed **on transparent or opaque material or produced by other graphic process with space for** e.g. **advertising** coupons **or souvenirs**

8/TI/3 (Item 3 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Envelope type voucher **with duplicate** e.g. **bills, salary slips** printed **by** computer - **has single sheet divided into two by perforation and one part is used for** printing **voucher while other part is used as duplicate and folded into shape of sealed envelope**

8/TI/4 (Item 4 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Selecting, printing, **and dispensing redeemable discount** coupon **at** electronic coupon **dispensing** terminals - **has switch for sensing selection of shopping cart and return of cart to storage, optical reader for reading bar-coded paper key, touch screen video monitor for selecting coupon, and coupon** printing **and issuing** device

8/TI/5 (Item 5 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Exclusive paper for documents e.g. voucher, **bill, invoice used by optical character reader in office management process - contains sequentially** printed **contents of documents,** e.g. voucher **with ruled line used as object for search, for optical character reading in another** terminal

8/TI/6 (Item 6 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Coupon dispensing system for point of sale device - has central data base facility which is operatively connected to point of sale system for downloading coupon redemption data and to electronic coupon dispenser for downloading coupon related data

8/TI/7 (Item 7 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Preparation method for trackable response devices **e.g. redeemable** coupons - **involves forming** multiple **sets of response** devices, printing **each set with address** and **storing address and tracking code of each set**

8/TI/8 (Item 8 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Data distribution and acquisition system with incentive information available via medium - has incentive coupon data provided to user personal computer via radio or network and printed into coupons after data input with usage reports is formed

8/TI/9 (Item 9 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Retail system product information display method - displaying signal characterising product based on signal read from card memory, in response to card being presented at communications device

8/TI/10 (Item 10 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Synthetic printing method for electronic vouchers production system in digital computer - involves combining image data & entry data for printing corresponding to entry column of electronic voucher

8/TI/11 (Item 11 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Display apparatus for electronic device e.g. passbook voucher printer - has light-emitting component to irradiate light entering to incident light surfaces of first prism which forms emission surfaces in return passing irradiated light to incident light surfaces of second prism fixed to display pieces

8/TI/12 (Item 12 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Printing system for address, name, telephone number in vouchers using electronic device such as PC, word processor - carries out printing of information stored on optical disk in predetermined position of voucher using printer

8/TI/13 (Item 13 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Medium processor e.g. passbook machine, voucher printer - has controller which regulates energising of motor for conveyance roller to rotate easily when conveying medium in processor during e.g. insertion

8/TI/14 (Item 14 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Paper feeding device for printing voucher from electronic cash register - has pin connected to cam and operated together with cam follower on clamp with driving motion of belt

8/TI/15 (Item 15 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Electronic coupon exchange method - invalidating conventional coupon and printing exchange system coupon for product promoted by coupon exchange system

8/TI/16 (Item 16 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Form-overlay printing appts. for printing formats such as e.g. voucher, document - has printing output device printing form object data with font, produced by printing information additional production device, to paper

8/TI/17 (Item 17 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Printer with dot impact head e.g. for voucher issuing machine - has print head carrier with paper detector, gap setting device for paper sheets, and power transfer system geared to gap regulation motor
NoAbstract

8/TI/18 (Item 18 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Electronic voucher processing system with imprinting function - sends out to network electronic voucher with imprinting which is added second print of seal data corresp to electronic imprinting on printing of seal area NoAbstract

8/TI/19 (Item 19 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Preparing trackable response devices, e.g. redeemable coupons - forming sets of response devices, printing tracking code on some response devices of each set, printing each set with address and storing address of each set and tracking code.

8/TI/20 (Item 20 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Electronic redeemable coupon generation system using closed-caption or modified TV set - has decoder to extract selected message data from received encoded television signal, contg. video, audio and message components, for display, storage and printing of coupon

8/TI/21 (Item 21 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Ion deposition printer esp. for airline passenger tickets - records information as electrostatic dot patterns and in magnetic stripes on cards selected from two bins

8/TI/22 (Item 22 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Temporary fixing of image material e.g. coupon to support e.g. paper - using UV curable adhesive cured through support to tack-free state

8/TI/23 (Item 23 from file: 351)
DIALOG(R)File 351:(c) 2000 Derwent Info Ltd. All rts. reserv.

Marking implement for game coupons - has bias spring to store force to eject printer core downwards onto paper
?

8/5/1 (Item 1 from file: 351)
DIALOG(R)File 351:DERWENT WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.

013065230 **Image available**
WPI Acc No: 00-237102/200020
XRPX Acc No: N00-177825
Computer aided virtual coupons distributing method involves generating redemption data in consumer computer in response to consumer purchase of products corresponding to virtual coupons
Patent Assignee: CHRISTENSEN S N (CHRI-I)
Inventor: CHRISTENSEN S N
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 6035280	A	20000307	US 95491367	A	19950616	G06F-151/00	200020 B
			US 96630330	A	19960410		

Priority Applications (No Type Date): US 96630330 A 19960410; US 95491367 A 19950616
Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 6035280	A		28	CIP of	US 95491367	
				CIP of		US 5710886

Abstract (Basic): US 6035280 A
NOVELTY - The redemption data is generated in consumer computer in response to consumer purchase of a product corresponding to virtual coupon. The database comprising list of consumer names and addresses in first computer is updated based on redemption data to indicate whether the consumer has redeemed the virtual coupon.
DETAILED DESCRIPTION - The demographic and identification data received from a consumer is entered in a first **computer** . A validation code is transmitted to the consumer **computer** so as to allow it to display at least one **virtual coupon** from **virtual coupon** data contained in package of data generated in first **computer** . A list including **virtual coupon** is **printed** in response to command input by consumer. INDEPENDENT CLAIMS are also included for the following.
(a) computer readable memory;
(b) virtual coupons distributing device
USE - For distributing, generating, authenticating and redeeming of electronic discount coupons such as rebate coupons, special offer coupons. Also for tracking marketing data using electronic couponing technique.
ADVANTAGE - The virtual coupons distribution is fraud resistant, easy to use, paperless technique for inducing consumers to shop for particular product to obtain particular discount while simultaneously capturing consumer discount redemption data.
DESCRIPTION OF DRAWING(S) - The figure shows flowchart of discount coupon distributing method.
pp; 28 DwgNo 1/14
Title Terms: COMPUTER; AID; VIRTUAL; COUPON; DISTRIBUTE; METHOD; GENERATE; DATA; CONSUME; COMPUTER; RESPOND; CONSUME; PURCHASE; PRODUCT; CORRESPOND; VIRTUAL; COUPON
Derwent Class: T01
International Patent Class (Main): G06F-151/00
International Patent Class (Additional): G06F-015/21; G06F-015/22; G06F-015/24
File Segment: EPI

8/5/4 (Item 4 from file: 351)
DIALOG(R)File 351:DERWENT WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.

011683699 **Image available**
WPI Acc No: 98-100609/199809

XRPX Acc No: N98-080655
Selecting, printing, and dispensing redeemable discount coupon at electronic coupon dispensing terminals - has switch for sensing selection of shopping cart and return of cart to storage, optical reader for reading bar-coded paper key, touch screen video monitor for selecting coupon, and coupon printing and issuing device
Patent Assignee: LARSON B (LARS-I); LOPEZ J (LOPE-I)
Inventor: LARSON B; LOPEZ J
Number of Countries: 001 Number of Patents: 001
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5708782	A	19980113	US 9335220	A	19930322	G06F-017/60	199809 B
			US 94348713	A	19941202		

Priority Applications (No Type Date): US 94348713 A 19941202; US 9335220 A 19930322
Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
US 5708782	A		18	CIP of	US 9335220	

Abstract (Basic): US 5708782 A
A computerised kiosk, updated by a remote command center, is located at the entrance of the corral. Customers receive a key at the check out counter to be used to access the dispenser for the selection of discount coupons. As the cart is replaced in the corral, the system is activated and the customer selects from a touch screen monitor and a dispenser prints and issues a manufacturer's coupon.
Statistical information is gathered by the computer and relayed to the store CPU. Maintenance requirements are also relayed to the store CPU.
ADVANTAGE - System pays for itself immediately from combined savings in labour, shrinkage and liability, which does not consider newly-created revenues from floor space displays and inventory returns formerly used for in-store cart storage. Provides entertainment value of interactive coupon selection, clean parking spaces and fewer cart-to-car encounters, goodwill amongst shoppers and more pleasant shopping experience.
Dwg.1/11
Title Terms: SELECT; PRINT; DISPENSE; DISCOUNT; COUPON; ELECTRONIC; COUPON; DISPENSE; TERMINAL; SWITCH; SENSE; SELECT; SHOPPING; CART; RETURN; CART; STORAGE; OPTICAL; READ; READ; BAR; CODE; PAPER; KEY; TOUCH; SCREEN; VIDEO ; MONITOR; SELECT; COUPON; COUPON; PRINT; ISSUE; DEVICE
Derwent Class: T01
International Patent Class (Main): G06F-017/60
International Patent Class (Additional): G06G-007/52
File Segment: EPI

8/5/6 (Item 6 from file: 351)
DIALOG(R)File 351:DERWENT WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.

011660437 **Image available**
WPI Acc No: 98-077346/199807
XRPX Acc No: N98-061782
Coupon dispensing system for point of sale device - has central data base facility which is operatively connected to point of sale system for downloading coupon redemption data and to electronic coupon dispenser for downloading coupon related data
Patent Assignee: ELECTRONIC CONSUMER CONCEPTS INC (ELCO-N)
Inventor: WEST J T; WARNER A P; WEST K A
Number of Countries: 076 Number of Patents: 003
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9750064	A1	19971231	WO 97US11129	A	19970625	G07F-007/00	199807 B
AU 9734115	A	19980114	AU 9734115	A	19970625	G07F-007/00	199822

US 5845259 A 19981201 US 96671519 A 19960627 G07B-001/00 199904

Priority Applications (No Type Date): US 96671519 A 19960627
Patent Details:
Patent Kind Lan Pg Filing Notes Application Patent
WO 9750064 A1 E 26
Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG ZW
AU 9734115 A Based on WO 9750064

Abstract (Basic): WO 9750064 A

The **system** includes a **point** of **sale** **device** which includes a **terminal** with a data reader for reading coupon redemption data, and a **point** of **sale** **system** memory for storing the read coupon redemption data. An **electronic** **coupon** dispenser includes a memory for electronically storing a number of coupons. A user interface permits selection from the number of coupons from a coupon menu, and a **printer** **prints** coupons selected at the user interface.

The electronic coupon dispenser includes sensors for generating coupon related data based on selections made at the user interface and coupons printed by the printer. A central data base facility is operatively connected to the **point** of **sale** **system** for downloading the coupon redemption data and to the **electronic** **coupon** dispenser for downloading the coupon related data. The central data base facility communicates with the **electronic** **coupon** dispenser in response to first predetermined parameters and with the **point** of **sale** **system** in response to second predetermined parameters.

ADVANTAGE - Provides advertising and brand recognition of pre-printed paper coupon and appeals to immediate need of consumer thereby increasing likelihood of coupon redemption.

Dwg.2/7

Title Terms: COUPON; DISPENSE; SYSTEM; POINT; SALE; DEVICE; CENTRAL; DATA; BASE; FACILITY; OPERATE; CONNECT; POINT; SALE; SYSTEM; COUPON; DATA; ELECTRONIC; COUPON; DISPENSE; COUPON; RELATED; DATA
Derwent Class: T01; T04; T05
International Patent Class (Main): G07B-001/00; G07F-007/00
International Patent Class (Additional): G07F-007/08
File Segment: EPI

8/5/20 (Item 20 from file: 351)
DIALOG(R)File 351:DERWENT WPI
(c) 2000 Derwent Info Ltd. All rts. reserv.

009693334 **Image available**
WPI Acc No: 93-386888/199348
XRPX Acc No: N93-298756

Electronic **redeemable** coupon **generation** system **using closed-caption or modified TV set - has decoder to extract selected message data from received encoded television** signal, contg. video, **audio and message components, for display, storage** and printing **of coupon**

Patent Assignee: HOLMAN M J (HOLM-I)
Inventor: HOLMAN M J
Number of Countries: 019 Number of Patents: 003
Patent Family:
Patent No Kind Date Applicat No Kind Date Main IPC Week
WO 9323955 A1 19931125 WO 93US4428 A 19930511 H04N-007/08 199348 B
US 5285278 A 19940208 US 92887450 A 19920521 H04N-007/08 199407
US 5287181 A 19940215 US 92932799 A 19920820 H04N-007/08 199407

Priority Applications (No Type Date): US 92932799 A 19920820; US 92882214 A 19920512; US 92887450 A 19920521

Cited Patents: US 3848082; US 5014125; US 5070404; US 5128752
Patent Details:

Patent	Kind	Lan	Pg	Filing Notes	Application	Patent
WO 9323955	A1	E	69			
Designated States (National): CA JP						
Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE						
US 5285278	A		18			
US 5287181	A		26			

Abstract (Basic): WO 9323955 A

The appts. has a decoder for receiving and decoding messages encoded in a transmitted television picture signal. A logo generator produces a signal to create a visible logo on a video screen in synchronism with the video component of the television signal. The logo signal and the video signals are mixed in a video mixer to provide a superimposed picture.

A sensor coupled to the decoder initiates the mixing of the logo signal only when a received message is present. In addition a selector allows only selected received messages to be mixed with the video. At least part of a selected, displayed message may be stored for subsequent readout in the form of a coupon.

USE/ADVANTAGE - Alternative way of generating coupons for redemption, esp. in retail purchases. May facilitate entry of paper coupon information into system.

Dwg.3/12

Title Terms: ELECTRONIC; COUPON; GENERATE; SYSTEM; CLOSE; CAPTION; MODIFIED ; TELEVISION; SET; DECODE; EXTRACT; SELECT; MESSAGE; DATA; RECEIVE; ENCODE; TELEVISION; SIGNAL; CONTAIN; VIDEO; AUDIO; MESSAGE; COMPONENT; DISPLAY; STORAGE; PRINT; COUPON

Derwent Class: T05; W03

International Patent Class (Main): H04N-007/08

File Segment: EPI

?

6/20/00
DIALOG

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File   9:Business & Industry(R) Jul/1994-2000/Jun 20
         (c) 2000 Resp. DB Svcs.
File 623:Business Week 1985-2000/Jun W2
         (c) 2000 The McGraw-Hill Companies Inc
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 624:McGraw-Hill Publications 1985-2000/Jun 15
         (c) 2000 McGraw-Hill Co. Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 636:Gale Group Newsletter DB(TM) 1987-2000/Jun 20
         (c) 2000 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2000/Jun 20
         (c) 2000 The Gale Group
File  20:World Reporter 1997-2000/Jun 20
         (c) 2000 The Dialog Corporation plc
?ds

Set      Items   Description
S1        6374   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
             ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
             REBAT??? OR VOUCHER? ?)
S2         464   S1(3N)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? -
             OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER)
S3     5914598   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4      619813   PRINT??? OR (HARD OR PAPER)(W)COP???
S5     6469485   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
             ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
             ??? OR SCAN???? OR PERUS???? OR RECEIV???
S6      447020   S3(3N)S5
S7          17   S2(S)S6
S8          11   RD (unique items)
S9         110   S2(S)S3
S10         42   S9 AND S4
S11         30   RD (unique items)
S12         12   S11 NOT PY=1999:2000
S13         84   S2(S)S5
S14         33   S13 AND S4
S15         20   RD (unique items)
S16         14   S15 NOT S7
S17         10   S16 NOT S12
?
```

All considered

8/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2000 Resp. DB Svcs. All rts. reserv.

02374637 (USE FORMAT 7 OR 9 FOR FULLTEXT)
On the Net: Cool Runnings: Coupon company debuts HP partnership (Cool Savings (Chicago, IL) has introduced a web site offering discounts to Hewlett-Packard (Palo Alto, CA) customers)
Promo, v 12, n 3, p 145
February 1999
DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 159

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...a customized Web site that will deliver special savings for customers of Hewlett-Packard, Palo Alto, CA. Using Coolsavings.com's patented system for distributing **targeted coupons , electronic** certificates, and mail-in rebates via the Web, customers can receive savings on such HP products as Pavilion personal **computers** , inkjet printers, **scanners** , and photo paper.

In addition, the co-branded Cool Savings/HP Web site will offer savings on related technology products from Hewlett-Packard's marketing...

8/3,K/2 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0619779 BW1023

SSDS INTER ACT SYSTEMS: SSDS Inc., and Inter-Act Systems implement new "clipless" coupon program in major grocery stores in the Northeast

September 04, 1996

Byline: Business Editors

...new electronic kiosk system allows retailers to identify the buying habits of their local customers, select savings on the customer's preferred items, and generate **targeted electronic " coupons "** that are **scanned** into the **point** of **sale** terminal at checkout. The new software add-on will initially be rolled out in grocery stores in the Northeast in early October.
The new system...

8/3,K/3 (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

1448158 CGTH014
Innovative Web Site Offers College Students Virtual Coupons for Real Discounts at Campus Area Local and National Retailers

DATE: April 1, 1999 09:01 EST WORD COUNT: 516

April 1 /PRNewswire/ -- Addressing the demands of the Internet savvy and cost-conscious college market, CoolSavings(R), the leader in **targeted Internet coupons** and sales notices for in-store retailers, today announced its College CoolSavings program designed to help local and national retailers bring college students into brick-and-mortar stores through targeted Internet promotions. Students can log into

coolsavings.com, become registered members and -- using the Web site's patented **system** -- **download** and clip coupons for redemption at campus-area restaurants, travel agencies, sporting goods stores, pharmacies, hair salons, banks, jewelers, retail clothing outlets and other locally...

8/3,K/4 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

04560762 Supplier Number: 59420468 (USE FORMAT 7 FOR FULLTEXT)
ISRAEL: ABOUT REGISOFT LTD.(Brief Article)
IPR Strategic Business Information Database, pNA
Feb 14, 2000
Language: English Record Type: Fulltext
Article Type: Brief Article
Document Type: Newswire; Trade
Word Count: 578

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
...of goods and services. These tools can be integrated with marketing push techniques to locate the mobile consumer or pull techniques to display attractive offers. **E -Coupons** may be transmitted **directly** to the consumer's mobile device and desktop or appear on Web sites and online advertising. By using RegiSoft's applications, businesses become familiar with...Vouchers to their desktop or directly to a handheld cellular phone or personal digital assistant with a SMS or email notification. Consumers may also download **e -Coupons** from Web sites **directly** to their WAP enabled mobile device or desktop. From a personal **computer** consumers may **download** the e-Coupons or e-Vouchers to a mobile device through wireless connectivity. The consumer then "carries" the e-Coupon or e-Voucher via the ...sale (brick-and-mortar store) or a point-of-entry (e.g. the entrance of the cultural event or a train). Consumers pass the mobile **device** through a wireless **reader** and the e-Coupon/e-Voucher is recognized. RegiSoft's e-Coupons and e-Vouchers improve market differentiation and increase revenue generation by: Increased airtime...

8/3,K/5 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

04426046 Supplier Number: 55714452 (USE FORMAT 7 FOR FULLTEXT)
LEXMARK: Lexmark and Juno form strategic marketing al alliance.
M2 Presswire, pNA
Sept 9, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1029

... receive a rebate ranging from $100 to $200 - in most cases resulting in a free printer. Building on the growing trend of alliances between Internet **access** providers and **computer** manufacturers, Lexmark and Juno are changing the playing field by **customizing** the first **Internet** -related **rebate** program specifically designed for printers. Unlike PC rebates that sometimes require a three-year subscription, this offer requires participants to sign up for only a...

8/3,K/6 (Item 3 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

03668315 Supplier Number: 47903118 (USE FORMAT 7 FOR FULLTEXT)

MASSACHUSETTS DECLARES INTERNET TAX-FREE ZONE
Telecommunications Alert, v14, n156, pN/A
August 11, 1997
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 188

(USE FORMAT 7 FOR FULLTEXT)
TEXT:
...zone according to Cellucci. The administration's proposed telecommunications tax cut bill would make the Internet tax cut retroactive to 1990. This bill would allow **computer** users to **receive** credit or a **direct rebate** for **Internet** taxes they have paid since that date. If the retroactive payment is passed the state would pay about $6 million annually, $5 million more than...

8/3,K/7 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2000 The Gale Group. All rts. reserv.

02166711 Supplier Number: 55701648 (USE FORMAT 7 FOR FULLTEXT)
Lexmark and Juno form strategic marketing alliance; Consumers to receive rebate of up to $200 on any of four Lexmark printers when they sign up for one year of Juno Web.
Business Wire, p1326
Sept 9, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 980

... receive a rebate ranging from $100 to $200 - in most cases resulting in a free printer.
Building on the growing trend of alliances between Internet **access** providers and **computer** manufacturers, Lexmark and Juno are changing the playing field by **customizing** the first **Internet** -related **rebate** program specifically designed for printers. Unlike PC rebates that sometimes require a three-year subscription, this offer requires participants to sign up for only a...

8/3,K/8 (Item 2 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2000 The Gale Group. All rts. reserv.

01784677 Supplier Number: 53532758 (USE FORMAT 7 FOR FULLTEXT)
coolsavings.com Launches Internet Coupon Program For HP Customers.
Business Wire, p1514
Jan 7, 1999
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 537

... the launch of a customized Web site designed to deliver special online savings for Hewlett-Packard customers.
Using coolsavings.com's patented system for distributing **targeted coupons , electronic** certificates and mail-in rebates through the Internet, customers can receive savings on such HP products as Pavilion personal **computers** , Inkjet printers, **scanners** and photo paper.
In addition, the customized Web site offers customers savings on related technology-oriented products offered by HP marketing partners National Geographic Software...

8/3,K/9 (Item 1 from file: 20)
DIALOG(R)File 20:World Reporter

(c) 2000 The Dialog Corporation plc. All rts. reserv.

08674216 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Innovations
JERUSALEM POST
December 12, 1999
JOURNAL CODE: WJPT LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 866

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... costs, without the equivalent returns. The use of e-coupons is a guaranteed return on investment."

Using Regisoft's e-Coupon Dispenser, customers may receive **e** - **coupons** **directly** from **e** -businesses via the customers' PC or internet-enabled mobile **device** . A customer can **download** the coupon from a vendor's web-site or from special coupon sites. That coupon may be valid for any online or "brick-and- mortar...

8/3,K/10 (Item 2 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2000 The Dialog Corporation plc. All rts. reserv.

08147198 (USE FORMAT 7 OR 9 FOR FULLTEXT)
RegiSoft's e-Business Solution: Direct to the Consumer; e-Coupon Dispenser(TM) - A Revolutionary Online Marketing Technique
PR NEWSWIRE
November 09, 1999
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 292

(USE FORMAT 7 OR 9 FOR FULLTEXT)

Using Regisoft's e-Coupon Dispenser(TM), customers may receive **e** - **coupons** **directly** from **e** -businesses via the customers' PC or internet-enabled mobile **device** . A customer can **download** the coupon from a vendor's web-site or from special coupon sites. That coupon may be valid for any online or "brick-and- mortar...

8/3,K/11 (Item 3 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2000 The Dialog Corporation plc. All rts. reserv.

07131580 (USE FORMAT 7 OR 9 FOR FULLTEXT)
LEXMARK: Lexmark and Juno form strategic marketing alliance
M2 PRESSWIRE
September 09, 1999
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 669

... receive a rebate ranging from $100 to $200 - in most cases resulting in a free printer. Building on the growing trend of alliances between Internet **access** providers and **computer** manufacturers, Lexmark and Juno are changing the playing field by **customizing** the first **Internet** -related **rebate** program specifically designed for printers. Unlike PC rebates that sometimes require a three-year subscription, this offer requires participants to sign up for only a...
?

12/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2000 Resp. DB Svcs. All rts. reserv.

02291965 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Val-Pak Goes Virtual: Coupon Company Launches Web Site
(Val-Pak Direct Marketing Systems is introducing Val-Pak Coupons On-Line with coupons for local products and services; in its initial stage, there are some 35,000 coupons that can be printed **out)**
Brandweek, v XXXIX, n 41, p 49
November 02, 1998
DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 326

(USE FORMAT 7 OR 9 FOR FULLTEXT)
...**(Val-Pak Coupons On-Line with coupons for local products and services; in its initial stage, there are some 35,000 coupons that can be** printed **out)**

TEXT:
...for local products and services, searchable by criteria including business name, location and keyword. At launch, it has approximately 35,000 coupons that can be **printed** on a home **computer printer** . In addition, an optional registration service allows registrants to have **coupons e** -mailed **directly** to them. Coupons have been available on the Web for several years now; America's Coupon Explorer, Peachtree, Ga., Action Pack of America, St. Louis...

12/3,K/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2000 Resp. DB Svcs. All rts. reserv.

02139022 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Loyal shoppers can score by using in-store kiosks
(Some 35% of kiosk coupons are redeemed and kiosk users generally spend about $71 per supermarket visit)
Business Marketing, v 83, n 5, p s4
May 1998
DOCUMENT TYPE: Journal ISSN: 0745-5933 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 416

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...only to them, based on past purchase behavior.

Inter-Act's touch-screens present shoppers with more than three dozen coupons, and any selections are **printed** out by the unit's built-in thermal **printer** . In addition, customers can select recipes, with the ingredients also **printed** out.

Inter-Act data show that 35% of kiosk coupons are redeemed, on average, and kiosk users generally spend about $71 per store visit. Point...

...enjoy using it. "It gives the customer a savings which translates into more dollars that they can spend in your store."

"That's what our **system** is, the ultimate incentive machine," says James F. Brandhorst Jr., senior VP-chief marketing officer, InterAct **Systems** Inc., Norwalk, Conn. "We offer a complete menu of advertising and promotional services, starting with **electronic incentives** that are transmitted **directly** to the **point** -of-**sale** by the **system** ."

Mr. Brandhorst also points out that through the Inter-Act system, marketers can offer full-size, not trial-size, samples to consumers; run sweepstakes, offer...

12/3,K/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2000 Resp. DB Svcs. All rts. reserv.

01962530 (USE FORMAT 7 OR 9 FOR FULLTEXT)
SkyMall Opens Cyberspace Outpost
(SkyMall presently selling its travel accessories, home electronics, and products from its lineup of high-end retailers on the World Wide Web)
Newsbytes News Network, p N/A
October 03, 1997
DOCUMENT TYPE: Journal ISSN: 0983-1592 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 425

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...items from its stable of high-end retailers on the World Wide Web. Products offered on the Web site parallel those found in SkyMall's **print** catalog, which is found in the seatbacks of many passenger airplanes. The Sharper Image, The Wine Enthusiast, Frontgate, Mrs. Fields and The Territory Ahead are...

...Web site also promises new electronic distribution channels and incentives for the company's merchant partners. SkyMall will use demographic information to send Web customers **electronic coupons** that are **targeted** to their specific interests. A Personal Gift Shopper feature e-mails customers with customized versions of the catalog containing specific gift ideas, which give customers the ability to order gifts right through their e-mail **system** with a simple point and click. Other initiatives include "e.Company Stores," which will link to corporate intranets so that employees at a participating company...

...than 250,000 hotel rooms in the US. All rooms in the venture are served by LodgeNet's proprietary b-LAN (broadband local area network) **system** , officials said. The new on-screen shopping service will let hotel guests access a new video version of SkyMall, which features hundreds of items from...

12/3,K/4 (Item 4 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2000 Resp. DB Svcs. All rts. reserv.

01159438
Targeting Supermarket Shoppers
(Advanced Promotion Technologies offers clients a way to target supermarket shoppers based on data they supply)
Direct, v 7, n 4, p 12
April 1995
DOCUMENT TYPE: Journal ISSN: 1046-4174 (United States)
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:
...other details consumers provide when applying for a Vision Value card. It is this card which drives APT's in-store issuance of paper and **electronic coupons , personalized** letters, sweepstakes offers and video messages. Data are augmented by purchasing behavior, which is tracked and regularly fed into APT's database. When a shopper...

...A commercial for that product from one of APT's clients will then pop up

on a video screen, accompanied by a 75% savings-offer **printout** . There is also an information-only option which can be accessed by pressing the video **terminal** 's screen. Only 2% of Vision Value members have requested that information on them not be used to trigger promotional offers. APT's CEO, H Robert Wientzen, says Vision Value can interface with any supermarket's electronic **system** .

12/3,K/5 (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

0177594 NY038
CATALINA MARKETING CORP. OUTMANEUVERS CITICORP POS; INDUSTRY LEADER LAUNCHES FREQUENT SHOPPER PROGRAM IN ELECTRONIC NETWORK OF 2,500 STORES

DATE: June 16, 1989 12:04 E.T. WORD COUNT: 695

June 16 /PRNewswire/ -- Catalina Marketing Corporation announced today that it has developed a revolutionary frequent shopper **system** that will be in operation in more than 2,500 supermarkets by the end of the year. The venture is based on Checkout Coupons, the company's successful national **electronic targeting coupon** distribution **system** .

Ralphs and Lucky, two leading West Coast, supermarket chains, have opted to participate in Catalina's frequent shopper program instead of the Citicorp POS frequent...

...program, Checkout Frequent Shopper Club, is a continuity program in which members present plastic Checkout Cards to receive awards based on selected products. Catalina Checkout **printers** will reinforce the program by **printing** messages that notify shoppers how many points they have earned, as well as how many points they need to reach certain award levels. Unlike other...

12/3,K/6 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

03733902 Supplier Number: 48072760 (USE FORMAT 7 FOR FULLTEXT)
NEWS BYTES
Interactive PR & Marketing News, v1, n8, pN/A
Oct 24, 1997
Language: English Record Type: Fulltext
Document Type: Newsletter; Professional
Word Count: 896

... in some cases, free product with an order.
When available, customers can link to cataloguers that are Web-enabled and order from the Net. The **system** allows direct marketers to pre-qualify interested shoppers and give **instant incentives** to the **target** audience. Some of the catalogs listed on the site include The Sharper Image, Tweeds, Omaha Steaks, Brookstone and Domestications. >> http://www.catalogsavings.com
BE AFRAID...

...a site dedicated to the latest tome by King in a cross- promotional campaign. The URL of the Dark Tower site is in all advertising: **print** , online TV and on all retail displays. In addition, the company is promoting the book in the form of a "Dark Tower" trivia contest.
Putnam...

12/3,K/7 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

03716935 Supplier Number: 48028305 (USE FORMAT 7 FOR FULLTEXT)
SkyMall Opens Cyberspace Outpost 10/03/97
Woods, Bob
Newsbytes, pN/A
Oct 3, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; General Trade
Word Count: 434

Products offered on the Web site parallel those found in SkyMall's **print** catalog, which is found in the seatbacks of many passenger airplanes. The Sharper Image, The Wine Enthusiast, Frontgate, Mrs. Fields and The Territory Ahead are...

...Web site also promises new electronic distribution channels and incentives for the company's merchant partners. SkyMall will use demographic information to send Web customers **electronic coupons** that are **targeted** to their specific interests. A Personal Gift Shopper feature e-mails customers with customized versions of the catalog containing specific gift ideas, which give customers the ability to order gifts right through their e-mail **system** with a simple point and click.
Other initiatives include "e.Company Stores," which will link to corporate intranets so that employees at a participating company...

12/3,K/8 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2000 The Gale Group. All rts. reserv.

01731824 Supplier Number: 53092647 (USE FORMAT 7 FOR FULLTEXT)
Boole & Babbage Announces New COMMAND/POST Power Module for Oracle.
Business Wire, p1127
Oct 19, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1061

... Promotion System
Business Editor The lawsuit charges that Maryland-based Emaginet has offered consumer and advertiser services that infringe on the CoolSavings patent for distributing **printed** and electronic coupons through the Internet. The patented CoolSavings system is the first to provide target marketing capabilities to advertisers and still protect the privacy...

...position as an industry leader -- and the value of our research and development investments -- CoolSavings will continue to vigorously enforce our patent rights."
The CoolSavings **system** offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target printed** or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles...

...of household characteristics to target the offer, they do not know the names, addresses or e-mail addresses of the individuals they target. The CoolSavings **system** remains a buffer protecting the privacy of those consumers.
Since launch,

12/3,K/9 (Item 2 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2000 The Gale Group. All rts. reserv.

01717474 Supplier Number: 53047067 (USE FORMAT 7 FOR FULLTEXT)
Emaginet Expands National Presence.
Business Wire, p1358
Sept 30, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 751

... Any personal information that identifies an individual user is digitally encoded to maintain the privacy and anonymity of the consumer. For marketers, the e-centives **system** enables them to identify qualified customers via the Internet and electronically deliver them **personalized** and **targeted digital coupons** based on their shopping interests. The technology is fully integrated with major e-commerce software products used to build electronic storefronts, allowing automatic online coupon redemption on the Internet. Alternatively, these offers can be **printed** out as a paper coupon to be redeemed at retail.
Industry Trailblazers Lead West Coast Office
Vice President of Business Development, Bill Peck, and Director...

12/3,K/10 (Item 1 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2000 The Dialog Corporation plc. All rts. reserv.

03599627 (USE FORMAT 7 OR 9 FOR FULLTEXT)
CoolSavings Initiates More Lawsuits; Enforces Internet Coupon Patent
BUSINESS WIRE
November 30, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 458

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...October 19, 1998.
The lawsuits charge that these other Web sites have offered consumer and advertiser services that infringe on the CoolSavings patent for distributing **printed** and electronic coupons through the Internet. The CoolSavings patented system is the first to provide targeted marketing capabilities to advertisers and still protect the privacy...
... that these suits are necessary to protect our position as an industry leader and protect the value of our research and development interests."
The CoolSavings **system** offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target printed** or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles...

... of household characteristics to target the offer, they do not know the names, addresses or e-mail addresses of the individuals they target. The CoolSavings **system** remains a buffer protecting the privacy of those consumers.
Since launch, in March 1997, CoolSavings has been the leading provider of Internet based promotion services...

12/3,K/11 (Item 2 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2000 The Dialog Corporation plc. All rts. reserv.

03149800 (USE FORMAT 7 OR 9 FOR FULLTEXT)
CoolSavings Enforces Internet Coupon Patent Action; Claims Infringement of the Unique Process Behind Its Targeted Promotion System
BUSINESS WIRE

October 19, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 371

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...Process Using Electronic Certificates."

The lawsuit charges that Maryland-based Emaginet has offered consumer and advertiser services that infringe on the CoolSavings patent for distributing **printed** and electronic coupons through the Internet. The patented CoolSavings system is the first to provide target marketing capabilities to advertisers and still protect the privacy...

... position as an industry leader -- and the value of our research and development investments -- CoolSavings will continue to vigorously enforce our patent rights."

The CoolSavings **system** offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target printed** or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles...

... of household characteristics to target the offer, they do not know the names, addresses or e-mail addresses of the individuals they target. The CoolSavings **system** remains a buffer protecting the privacy of those consumers.

Since launch, in March 1997, CoolSavings has been the leading provider of Internet based sales promotion...

12/3,K/12 (Item 3 from file: 20)
DIALOG(R)File 20:World Reporter
(c) 2000 The Dialog Corporation plc. All rts. reserv.

03062417
Engage Technologies Corrects and Replaces Previous Release, BW1126, ENGAGE-TECHNOLOGIES
BUSINESS WIRE
October 09, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 902

... personalization to clients, customers, and visitors is becoming a growing trend. As a result of this integration effort, sites will be able to serve highly **targeted** banner ads, relevant **online coupon** offers, and/or **personalized** content based on global profiles containing previous clickstream behavior. Site will experience higher click through rates and quicker return on their Internet investment by providing...

... We believe that this is an ideal match with far reaching benefits for our Site Server customers," said Anthony Bay, General Manager of the Commercial **Systems** Division for Microsoft. "By virtue of its size and precision, Engage Knowledge enables customers to enhance one-to-one marketing on the Internet and leverage...

... s CMG@Ventures investment affiliates have ownership interests in Lycos, Inc. (NASDAQ:LCOS), blaxxun, GeoCities(NASDAQ:GCTY), Vicinity, Parable, KOZ, Silknet, Chemdex, Speech Machines, Softway **Systems** , TicketsLive, Critical Path, Mother Nature, and Visto. CMGI also includes CMGI Direct, SalesLink, InSolutions and On-Demand Solutions as wholly owned subsidiaries in the direct...

SIC CODES/DESCRIPTIONS: 7375 (Information Retrieval Services); 2700 (**Printing** & Publishing); 7310 (Advertising)
?

CoolSavings online advertiser information kit, set your browser to info.coolsavings.com/mediakit.

CONTACT: EBS Public Relations, Inc.
Laura Muma/Ronda Duncan
847/714-8600 (phone)
847/714-9001 (fax)
lmuma@ebspr.com
09:04 EST NOVEMBER 30, 1998

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12/9/12 (Item 3 from file: 20)
DIALOG(R)File 20:World Reporter
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03062417
Engage Technologies Corrects and Replaces Previous Release, BW1126, ENGAGE-TECHNOLOGIES
BUSINESS WIRE
October 09, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 902

Business/Technology Editors NOTE: The following news release replaces and corrects the previous Engage Technologies new release, which ran earlier Friday on Business Wire, BW1126 (ENGAGE-TECHNOLGIES). NEW YORK--(BUSINESS WIRE)--Oct. 9, 1998-- Engage Technologies Integrates Precision Profiling Technology With Microsoft Site Server 3.0 Precision Profiling extends Industry-standard Web commerce platform with the power of anonymous behavioral based Web visitor profiling technology; integration further endorses widespread Industry acceptance of visitor profiling technology Engage Technologies(TM), (Booth #367) the leading provider of online precision marketing technology and wholly owned subsidiary of CMGi, Inc., (NASDAQ:CMGI), and the Microsoft Site Server group, today announced the integration of Microsoft Site Server 3.0 with standards-based Engage Precision Profiling technology. The initial software extension will provide an advanced level of personalization for Microsoft Site Server 3.0 and allow customers to use behavior-based visitor profiles from Engage Knowledge, a web-wide database containing over 30 Million anonymous user profiles, more than half of the estimated Web audience. In addition, further integration efforts are planned to enable Site Server customers to use Engage Precision Profiling technology to complement local behavior profiles and combine them with the global profiles from Engage Knowledge further extending the reach of visitor profiling and endorsing the industry need for a standardized method of visitor profiling. As Web-based marketing becomes ubiquitous, providing personalization to clients, customers, and visitors is becoming a growing trend. As a result of this integration effort, sites will be able to serve highly **targeted** banner ads, relevant **online coupon** offers, and/or **personalized** content based on global profiles containing previous clickstream behavior. Site will experience higher click through rates and quicker return on their Internet investment by providing relevant customized content, advertising, and offers tailored to each individual visitor. "We believe that this is an ideal match with far reaching benefits for our Site Server customers," said Anthony Bay, General Manager of the Commercial **Systems** Division for Microsoft. "By virtue of its size and precision, Engage Knowledge enables customers to enhance one-to-one marketing on the Internet and leverage the Site Server platform." Planet Direct, the first joint customer testing the extension, is a personal Web service that tailors members' online experience to their interests and local community. "We use both Microsoft and Engage today, and with this new integration we will now target relevant everyday information such as news, weather, financial data, and topical interest areas to our users based on detailed profiles--all while respecting their privacy," said

Hans Hawrysz, president and CEO of Planet Direct. "Our customer base of over 330 Internet Service Providers nationwide and affinity groups will be able to provide their viewers with an enhanced user experience--presenting the right information based on a person's interests." "The global Precision Profiles in Engage Knowledge help Site Server customers dramatically improve the effectiveness of their Web site," said Paul Schaut, CEO of Engage Technologies. "Enabling one-to-one marketing with Site Server is a task that required close coordination and communication between our developers and Microsoft. We are pleased to support the Site Server platform and in turn, extend the personalization options available to joint customers such as Planet Direct." After a successful beta pilot on Planet Direct, the Site Server extension will be available for online download through Microsoft, Engage Technologies, and appropriate CMG affiliate companies. About Engage Technologies: Engage Technologies, wholly owned subsidiary of CMGi, offers high-value Web advertising and marketing solutions that enable customers to anonymously profile and reach their online audience. Engage's recently integrated advertising management solutions from Accipiter, including Accipiter AdManager and Accipiter AdBureau, allow sites to generate revenue through online ad sales and manages the process for over 90 leading Web sites including CNET, Lycos, MSN, and ZDNet. The company's Web visitor Precision Profiling technology helps corporations dramatically increase the relevance of their Web site's advertising, editorial and commercial content for both first-time and repeat visitors. Engage sets the benchmark for privacy on the Web, balancing the needs of online marketers to deliver the best message to the right audience, while protecting individual identity. Engage is a corporate sponsor of TRUSTe (www.truste.org), an active member of the World Wide Web Consortium (www.W3.org), and the Internet Engineering Task Force (IETF), and has developed and submitted one of the few technical specifications for privacy standards on the Web. Corporate headquarters is located at 100 Brickstone Square, Andover, MA 01810. Field offices in Chicago, Japan, Los Angeles, London, New York, Raleigh, and San Francisco. Additional information is available on the company's Web site, www.engage.com. About CMGI: CMGI, Inc., (NASDAQ:CMGI), is an investor in, and developer of, Internet companies. In addition, CMGI operates direct marketing companies and venture funds focused on the Internet. Microsoft, Intel and Sumitomo hold minority positions in CMGI. The CMGI Internet Group consists of its majority-owned subsidiary companies; Planet Direct, NaviSite, NaviNet, Engage Technologies, ADSmart, and the password; and its minority investment in Magnitude Network. The company's CMG@Ventures investment affiliates have ownership interests in Lycos, Inc. (NASDAQ:LCOS), blaxxun, GeoCities(NASDAQ:GCTY), Vicinity, Parable, KOZ, Silknet, Chemdex, Speech Machines, Softway **Systems** , TicketsLive, Critical Path, Mother Nature, and Visto. CMGI also includes CMGI Direct, SalesLink, InSolutions and On-Demand Solutions as wholly owned subsidiaries in the direct marketing, fulfillment and turn-key arenas. Corporate headquarters is located at 100 Brickstone Square, Andover, MA 01810. Telephone: 978-684-3600. Fax: 978-684-3674. Additional information is available on the company's Web site, http://www.cmgi.com. CONTACT: Engage Technologies Kathleen Kreis 919/872-7755 3241 kathleen@engage.com or Copithorne & Bellows Lisa Williams 617/450-4300 lisa.williams@cbpr.com 13:45 EDT OCTOBER 9, 1998

Copyright 1998 Business Wire. Source: World Reporter (Trade Mark).

COUNTRY NAMES/CODES: United States of America (US)
REGIONS: Americas; North America; Pacific Rim
PROVINCE/STATE: Massachusetts
SIC CODES/DESCRIPTIONS: 7375 (Information Retrieval Services); 2700 (**Printing** & Publishing); 7310 (Advertising)
?

12/9/2 (Item 2 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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02139022 (THIS IS THE FULLTEXT)

Loyal shoppers can score by using in-store kiosks

(Some 35% of kiosk coupons are redeemed and kiosk users generally spend about $71 per supermarket visit)

Business Marketing, v 83, n 5, p s4
May 1998
DOCUMENT TYPE: Journal ISSN: 0745-5933 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 416

TEXT:

One way brand name marketers are getting promotions and incentives directly into consumers' hands is through the Inter-Act Loyalty Network, a system of ATM-style kiosks placed at supermarket store entrances.

By using their store loyalty cards, shoppers can access manufacturer-based coupon deals, store coupons and promotional offers and sweepstakes available only to them, based on past purchase behavior.

Inter-Act's touch-screens present shoppers with more than three dozen coupons, and any selections are **printed** out by the unit's built-in thermal **printer** . In addition, customers can select recipes, with the ingredients also **printed** out.

Inter-Act data show that 35% of kiosk coupons are redeemed, on average, and kiosk users generally spend about $71 per store visit. Point-of-sale data gathered from three Inter-Act-wired stores last year showed that a typical shopper with a store loyalty card spends an average of $48 per visit, compared to a non-cardholder, who generally spends only $33 during a shopping trip.

Among the chains that have contracted with Inter-Act are seven of A&P's operating subsidiaries, including Food Emporium and SuperFresh, and by American Stores' 185-store Acme Markets chain, based in the Philadelphia area.

According to Edwin Spragg, VP-advertising, Acme Markets, Philadelphia, customers are saving money with the system and enjoy using it. "It gives the customer a savings which translates into more dollars that they can spend in your store."

"That's what our **system** is, the ultimate incentive machine," says James F. Brandhorst Jr., senior VP-chief marketing officer, InterAct **Systems** Inc., Norwalk, Conn. "We offer a complete menu of advertising and promotional services, starting with **electronic** **incentives** that are transmitted **directly** to the **point** -of-**sale** by the **system** ."

Mr. Brandhorst also points out that through the Inter-Act system, marketers can offer full-size, not trial-size, samples to consumers; run sweepstakes, offer rebates and group promotions (buy two, get one free) and only pay for the actual consumer take-away.

photo omitted

"There's no inefficiency like a newspaper coupon drop," he says. "There are no distribution charges, and marketers only pay for the actual consumer take-away. The applications that the kiosks can do ... are limited only by the imagination."

Other in-store couponing systems, such as Catalina Marketing, only offer discounts toward future purchases--and that after the entire shopping trip is complete. "Consumers have to save those coupons and remember to bring

them on the next trip," says Mr. Brandhorst. "That's why redemption of coupons is so low, while ours is so high. Our redemptions are exceeding 50% now in the major markets where the kiosks are available."

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COMPANY NAMES: ACME MARKETS INC (AMERICAN STORES CO); FOOD EMPORIUM; INTER-ACT SYSTEMS
INDUSTRY NAMES: Supermarkets
PRODUCT NAMES: Point-of-sale devices (357861); Supermarket - retail (541035)
CONCEPT TERMS: All market information; All product and service information ; Applications; Marketing campaign; Number outlets; Trends
MARKETING TERMS: All media; All product marketing; All research; Consumer behavior; Coupons; Public opinion; Interactive
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/9/3 (Item 3 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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01962530 (THIS IS THE FULLTEXT)
SkyMall Opens Cyberspace Outpost
(SkyMall presently selling its travel accessories, home electronics, and products from its lineup of high-end retailers on the World Wide Web)
Newsbytes News Network, p N/A
October 03, 1997
DOCUMENT TYPE: Journal ISSN: 0983-1592 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 425

TEXT:
PHOENIX, ARIZONA, U.S.A., 1997 OCT 3 (NB) -- By Bob Woods. One of the best known names in the skies wants to become a prime shopping destination in cyberspace. SkyMall [NASDAQ:SKYM] is now selling its travel accessories, home electronics, and items from its stable of high-end retailers on the World Wide Web. Products offered on the Web site parallel those found in SkyMall's **print** catalog, which is found in the seatbacks of many passenger airplanes. The Sharper Image, The Wine Enthusiast, Frontgate, Mrs. Fields and The Territory Ahead are some of SkyMall's retailers, officials said. But SkyMall's new Web site also promises new electronic distribution channels and incentives for the company's merchant partners. SkyMall will use demographic information to send Web customers **electronic coupons** that are **targeted** to their specific interests. A Personal Gift Shopper feature e-mails customers with customized versions of the catalog containing specific gift ideas, which give customers the ability to order gifts right through their e-mail **system** with a simple point and click. Other initiatives include "e.Company Stores," which will link to corporate intranets so that employees at a participating company can access employee incentive programs and corporate discounts from SkyMall. Also, LiteSites offers partners' sites the ability to provide an impulse-buying opportunity which relates to the sites' content, like an airline site selling luggage. SkyMall signed alliances with partners including Microsoft, MCI and LitleNet to produce its online mall, officials said. Last summer, SkyMall undertook another e-commerce venture that targeted hotel rooms (Newsbytes, Jun. 4, 1997). SkyMall hooked up with LodgeNet to jointly offer interactive shopping services in more than 250,000 hotel rooms in the US. All rooms in the venture are served by LodgeNet's proprietary b-LAN (broadband local area network) **system** , officials said. The new on-screen shopping service will let hotel guests access a new video version of SkyMall, which features hundreds of items from retailers like Brookstone, Hammacher Schlemmer, The Sharper Image, and Wine Enthusiast. SkyMall spokesperson Darryl Baker told Newsbytes that his company's biggest goal from the new multimedia venture is exposure. "When a person turns on their (hotel) TV, the first thing

they'll see is LodgeNet's menu, even if they want to watch free TV," he said. "SkyMall's logo will be on that menu. We hope people will say 'Hey, I just saw that on the plane,' and maybe even see an item they saw on their flight." SkyMall's Web site is at http://www.skymall.com . (19971003/Press Contacts: Christine Aguilera, SkyMall, 602-528-3249; Christina Pandapas or Jeff Young, PAN Communications, 978-474-1900/ Reported By Newsbytes News Network: http://www.newsbytes.com)

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COMPANY NAMES: SKYMALL
INDUSTRY NAMES: Information industry; Online services
PRODUCT NAMES: On-line service providers (737500)
CONCEPT TERMS: All product and service information; Product introduction
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

12/9/10 (Item 1 from file: 20)
DIALOG(R)File 20:World Reporter
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03599627 (THIS IS THE FULLTEXT)
CoolSavings Initiates More Lawsuits; Enforces Internet Coupon Patent
BUSINESS WIRE
November 30, 1998
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 458

CHICAGO--(BUSINESS WIRE)--Nov. 30, 1998--CoolSavings(R) (coolsavings.com inc.), the Internet leader in targeted coupons and sales promotion services, has filed separate lawsuits against H.O.T! Coupons Inc., CouponSurfer.com Inc. and emaildirect in Federal District Court in Chicago for infringement of the CoolSavings U.S. Patent No. 5,761,648, "Interactive Marketing Network and Process Using Electronic Certificates." CoolSavings has also announced that similar suits have already been filed against planet U and Catalina Marketing. The first of these suits, against Emaginet Inc., was made public by CoolSavings on October 19, 1998.

The lawsuits charge that these other Web sites have offered consumer and advertiser services that infringe on the CoolSavings patent for distributing **printed** and electronic coupons through the Internet. The CoolSavings patented system is the first to provide targeted marketing capabilities to advertisers and still protect the privacy of consumers.

These separate lawsuits are part of our effort to vigorously enforce CoolSavings patent rights against companies who infringe on those rights," said Steven M. Golden, chairman and CEO of coolsavings.com. "We strongly believe that these suits are necessary to protect our position as an industry leader and protect the value of our research and development interests."

The CoolSavings **system** offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target printed** or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles. Second, although advertisers may use a range of household characteristics to target the offer, they do not know the names, addresses or e-mail addresses of the individuals they target. The CoolSavings **system** remains a buffer protecting the privacy of those consumers.

Since launch, in March 1997, CoolSavings has been the leading provider of Internet based promotion services, offering a broad range of programs for national retailers, manufacturers, restaurants, travel providers and service firms. Today, with more than sixty advertisers and 1.7 million registered members, CoolSavings is rated by MediaMetrix among the Top Ten most frequently visited shopping sites on the Internet.

For further information, contact coolsavings.com at 773-693-1300 or visit the company's Web site at www.coolsavings.com. To view the

17/9/4 (Item 4 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
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02284194 (THIS IS THE FULLTEXT)
More High-Tech, Still High-Touch
(Estimated $748 mil spent by marketers on in-store services in 1997; $172 mil spent on loyalty card programs)
Promo Sourcebook Supplement, p 33
October 1998
DOCUMENT TYPE: Journal ISSN: 1047-1707 (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1246

ABSTRACT:
An estimated $748 mil was spent by marketers on in-store services in 1997. While in-store advertising such as aisle banners has been experiencing declines, in-store promotion experienced an increase of 15%. In 1997, $172 mil was spent on loyalty card programs (included in the total $748 mil). As marketers move toward a more targeted approach to marketing, more promotions will be based on past purchases by consumers. Additionally, retailer databases are becoming commonplace as package goods companies begin to integrate their own promotions with loyalty card programs run by the stores. Some 8,600 supermarkets now have loyalty programs. Other in-store services include coupon dispensers and register receipt coupons. Catalina Marketing Corp offers its Checkout Coupon, which is in 11,164 stores, and Checkout Direct. The company is moving to **online coupon** programs and other **targeting** programs, and has seen its biggest growth in 1998 from **scanner** -based sweeps programs, sampling and Checkout Prizes. Actmedia, which is now owned by News Corp, offers its instore SmartSource in-store coupon dispensers, run under the News American Marketing umbrella. The company is also expanding, moving into online offerings and targeted offerings. Full text further discusses targeted promotions and instore services.

TEXT:
Marketers spent $748 million on in-store services in 1997, including $172 million on loyalty card programs, funded mostly by retailers. Promotion is the fastest-growing segment of in-store marketing, while ads -- aisle banners and cart placards-- continue to decline.

One number hasn't changed: 70 percent of purchase decisions are still made at the shelf. Targeting has become the Holy Grail of in-store marketing as package goods companies distinguish between loyal users, light users, and switchers while they stroll the aisles.The key is household purchase data, and marketers are ever more willing to pay a premium for in-store services that use such data to pinpoint key shoppers. That will continue to fuel two important trends in in-store marketing.

Loyalty and database marketing drove the 15 percent growth in total in-store promotion spending last year, and continue to change the landscape of marketing options as more services leverage loyalty programs. Targeting will continue to fuel two important trends in in-store marketing. First, more marketers will emphasize targeting over total reach, tailoring promotions to key audiences based on purchase history. Second, retailer databases become standard equipment as package goods companies look to piggyback their own promotions on retailers' loyalty cards.

That's got retailers opening their wallets wider, too, now that 8,600 supermarkets have loyalty programs.The initial cost for equipment and cards is high -- about $4 per household -- but more grocers are finding that loyalty cards and the data they capture are worth the investment. Startups keep the segment growing by about 30 percent a year, says Barry Kotek, principal of Retail Systems Consulting, Naples, FL.

"A lot of new in-store promotion companies are dependent on retailers

having a loyalty program," Kotek says. One start-up, Relationship Marketing Group, Wilton, CT, is expected to roll into 1,000 stores this year with its customized shopping list: Offers are tailored and timed by a cardholder's past purchases, tracked by -- you guessed it -- a loyalty card.

Online goes in-store

One of the pioneers of in-store ' services, Catalina Marketing Corp., hit $217 million in revenues for fiscal '98, up 26 percent. Fully $214 million came from in-store activities like flagship Checkout Coupon (now in 11,164 stores) and Checkout Direct. Catalina has high hopes for new ventures Health Resource Publishing Co., executing scanner-based promos in 1,920 drugstore and supermarket pharmacies, and Supermarkets Online, issuing coupons for redemption in-store via its ValuPage Web site. Thirty manufacturers have committed to online programs in 115 categories for '98.

Introduced in late '96, Supermarkets Online is still in its infancy, but it will be "a significant contributor to Catalina revenues in 1998," says exec vp-marketing and new applications David Diamond. The biggest growth this year was among Catalina's scanner-based sweeps program, Checkout Prizes, and sampling.

"We're considered an in-store couponing company, but we're not just couponing, and we're not just in-store -- we're a targeting company," says Diamond.
Catalina's couponing counterpart, Actmedia, has done some morphing of its own. Its pioneering Instant Coupon Machine business was folded into News Corp.'s News America Marketing division (along with News America FSIs) after News Corp. bought Actmedia in August 1997. In April 1998, News America Marketing bowed SmartSource FSIs and in-store couponing, the first "brand" to cover both couponing venues as well as shelf-talkers, take-one on-shelf displays, and cart ads.

Building the SmartSource brand will be a major push for News America this year under the tagline "Home to America's Great Brands." A Web site (www.smartsource.net) previews local offers for consumers who type in their ZIP codes, and then scan the local Sunday paper's FSIs four days before they're delivered.

News America Marketing also took Actmedia's red box online this year via Peapod shopping service, pitching virtual-shelf deals as shoppers place their Peapod orders for home delivery.

photo omitted

As in-store activities segue into **print** , direct mail, and online, the distinction becomes more about targeted versus mass reach strategies rather than in-store versus **print** tactics. News America will continue to drive mass-market couponing, while Catalina focuses on targeted markets, both inside and outside the store.

Store Wars

In February, Catalina touched off a coupon war with Inter-Act Systems, suing the four-year-old company for patent infringement. Norwalk, CT-based Inter-Act's Loyalty Network kiosks in 1,550 stores use shopper loyalty cards to trigger customized shopping lists of discounts; kiosks track household purchases to tailor promo offers. In January, Catalina got a patent for"the **printing** of coupons selected by a consumer via an in-store electronic display terminal," and in March, collected another patent for issuing incentives based on consumer purchase patterns. Inter-Act countersued Catalina for infringement of its own patent.

photo omitted

The litigation could drag on for years, but won't stop Catalina or

Inter-Act from conducting business. Inter-Act chairman Stephen Leeolou blasted Catalina in February, saying Catalina's purchase of a kiosk-based patent "might suggest Catalina has changed its tune regarding the value of interactive kiosks. But we believe the reality is more likely that Catalina recognized Inter-Act's ... network is a formidable competitor, and is seeking... to slow us down."

For its part, Inter-Act signed U.K. chain Sainsbury's this year, even as it expands its U.S. reach to a projected 4,000 stores by year-end. Catalina's court actions came just as Inter-Act was soliciting funds for expansion, however, so it's unclear whether that installation number will be hit.

Merchandising's influence

In-store merchandising services continue to grow as manufacturers emphasize account-specific and other store-level marketing. Third-party merchandising has grown to an estimated $1 billion business, according to the National Association of Retail Merchandising Services. While package goods manufacturers still consider merchandising an operations rather than marketing expense, the overlap increases as meal solutions and other promo strategies emphasize merchandising.

Computer superstores and department stores have begun using more third-party merchandising services, and the events business is growing for service companies as manufacturers look to get their brands into consumers' hands rather than just waving it before their eyes in ads. "Brand marketers doing store-level marketing need someone to get down to that level to execute," says Gary Ebbens, exec director of of NARMS in Stevens Point,WI.

Growth is coming from both sides as retailers -- especially supermarkets -- execute shelf changes prompted by ECR efforts for efficient product assortment and promotion, and as manufacturers cut their own sales forces and outsource field servicing.

Cost continues to be a point of contention as manufacturers pick up retailers' slack by funding third-party merchandisers. But "that issue will be resolved," Ebbens predicts. "If (merchandisers) do the work well, manufacturers will see it as a value-added service, a reasonable marketing investment rather than just a cost of doing business."

But retailers are assuming tighter control over the in-store environment in areas such as demos, and that could have a spillover effect to other forms of in-store marketing. Most chains require manufacturers to work with retailer-approved suppliers, which differ by chain and by market. The result is "this labyrinth of companies, a crazy patchwork of local manpower suppliers you have to use to execute promos," says Tim Hawkes, managing director of Trade Zone, Westport, CT. "How do you control that group of people? How can you create symmetry for a brand? It's a big issue."

In-Store SNAPSHOT

* In-store goes out-of-store as Catalina, News America Marketing (News America FSI plus Actmedia) add direct mail, FSIs, and online elements to their offerings.

* Target, not total reach: Marketers tailor promotions to key audiences based on purchase history.

* Database becomes standard equipment as promos piggyback on loyalty cards.

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COMPANY NAMES: ACTMEDIA INC (NEWS CORP); CATALINA MARKETING CORP; NEWS AMERICA MARKETING (NEWS CORP)
INDUSTRY NAMES: Business services; Professional management services

PRODUCT NAMES: Advertising (731000); Commercial economic, sociological, and educational research (873200); Management consulting services (874200)
CONCEPT TERMS: Ad budget; All company; All market information; Market size ; Sales
MARKETING TERMS: All media; All product marketing; Coupons; Interactive; Point-of-purchase; Ad volume
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

17/9/5 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
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0952165 BW1108

STUMPWORLD: BuyItOnline And Super Coups Partner: Offer Local Neighborhood Businesses 'Virtual' Storefronts And Online Coupon Redemption

December 15, 1998

Byline: Business/Technology Editors
Dateline: ALLSTON, Mass.
Time: 05:11 PT
Word Count: 828

ALLSTON, Mass.--(BUSINESS WIRE)--Dec. 15, 1998--
-- New Online Mall Provides Small Businesses
Affordable, Turn-Key Access To The Internet --

BuyItOnline(R), the soon to-be-launched Virtual Shopping Centre, and Super Coups(R), a wholly-owned subsidiary of ADVO (NYSE:AD), announced a joint sales and marketing strategy to enable local businesses to affordably establish and market an online presence. Through this new partnership, Super Coups' national network of 310 franchise units in nearly 30 states will immediately begin offering the most comprehensive Internet solution available for small, neighborhood businesses.

The alliance with BuyItOnline - unique in its ability to accept and redeem both Web banner and **print** coupons online - expands Super Coups' integrated advertising solution for consumer-focused, neighborhood businesses, cost-effectively combining direct mail, online promotions and cable television advertising. Through BuyItOnline, Super Coups' franchisees can offer a complete and affordable Internet package to local merchants, including storefront creation using Online Merchant(tm), a software tool that allows businesses to quickly and easily set up and maintain a secure Web storefront; hosting services in the BuyItOnline shopping centre; and a variety of value-added services, including redeemable online coupons and banner advertisements to help promote the merchant's new Web storefront. The BuyItOnline site complements Super Coups' existing online coupon delivery program (www.supercoups.com), which offers consumers **personalized Internet access** to **coupons** which may be redeemed in-person at local merchants.

"The opportunity for very small merchants to extend their sales channels to the 'Net has been left untapped by giant Web malls, which often focus on the brand-name 'anchor' stores found in any real-world mall," said Michael Clebnik, vice president and chief operating officer at Stumpworld Systems, Inc., the parent company of BuyItOnline. "Super Coups' franchisees will help ease local neighborhood merchants into the Internet Age. Meanwhile, BIOL's toll free support lines and rigorous selection criteria for new merchants will ensure that consumers experience a trouble-free Internet shopping experience."

Super Coups' distinctive marble-blue envelopes, filled with valuable coupons for local neighborhood businesses, are already a familiar sight, with 50 million delivered to U.S. households annually.

According to Pamela Burton, VP Sales & Marketing at Stumpworld Systems, Inc., "Our experience with Super Coups' direct mail advertising has been overwhelmingly positive. We have consistently seen site traffic increase when a Web address is featured in a Super Coups mailer. The better the coupon offer, the higher the click-through rate from surfing to actual shopping."

"Super Coups' local franchisees cater to the needs of local neighborhood businesses that may not yet be using the Internet to sell and promote their products. Therefore, it was critical that our e-business partner provide a complete and user-friendly solution for online store creation and management, with a coupon component," said Don McKenzie, president and CEO of Super Coups. "BuyItOnline addresses merchants' fundamental issues surrounding Internet commerce. It provides packaged, end-to-end services for vendors, including hosting, security, shipping, and a centralized toll free call-center for both customer and merchant support. Super Coups' partnership with BuyItOnline enhances the site, offering small businesses additional promotional opportunities with coupons that can be immediately redeemed online."

"My local neighborhood customers have repeatedly asked me to help them expand their geographic reach through a cost-effective Web marketing strategy," said Super Coups franchisee Ron Benedetti of Direct Home Advertising of Avon, MA. "I know that my clients will soon be buying 'virtual square footage' in the BuyItOnline shopping centre."

About Stumpworld Systems, Inc. and BuyItOnline:

Stumpworld Systems, Inc. is a technology company specializing in re-engineering clients' businesses into the online medium. The company has an impressive client list which includes Media One, Aerosmith, NYNEX, THE WOOLWORTH CORPORATION, Sony Music, THE ROLLING STONES, Stone & Webster and more.

BuyItOnline (www.buyitonline.com), a wholly-owned subsidiary of Stumpworld Systems, Inc., scheduled for launch in 4Q98, will represent the Web's first destination point for shopping to include secure transaction capabilities, guaranteed shipping services and product tracking, mall-wide policies and 24x7 customer service, as well as frequent-buyer value-added shopping services, online coupon redemption and information/entertainment content relevant to the shopping experience.

About Super Coups:

Super Coups offers a cost-effective, integrated advertising solution specifically designed for consumer-focused, local neighborhood businesses, combining direct mail, online promotions and cable television advertising. The company is committed to delivering bottom-line results for advertisers and cost savings for consumers through an ever-expanding distribution network of franchises and independent direct mailers. Super Coups, a wholly-owned subsidiary of ADVO, the nation's largest full-service targeted direct mail marketing services company.

Online Merchant is a trademark of Alpha Software Corporation. BuyItOnline is a registered trademark of Stumpworld Systems, Inc. Super Coups is a registered trademark of ADVO. All other product and company names are the properties of their respective holders.

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KEYWORD: MASSACHUSETTS
INDUSTRY KEYWORD: COMED COMPUTERS/ELECTRONICS RETAIL

17/3,K/1 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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02284598 SUPPLIER NUMBER: 54299070 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Cashing In on Computers, Coupons, and Kids.(Company Business and Marketing)
O'Brien, Jim
Computer Shopper, 19, 5, 277(1)
May, 1999
ISSN: 0886-0556 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 757 LINE COUNT: 00064

... WorldSpy is not the only e-tailer that wants you to clip coupons. In fact, several companies are building their entire business around electronic redeemables. **Coolsavings** .com, Coupon Surfer, and Emaginet collect demographic and affinity data to match marketing offers with interested buyers.

Coolsavings .com has added e-commerce coupons that can be redeemed online to its existing collection of in-store coupon offers, which can be downloaded and **printed** . Online coupons bring shoppers directly to a listing on the store.

Through a recent deal with Intelliquest, computer manufacturers will send offers during the registration...

...is HP's inkjet- cartridge division. The other computer vendor on the site at press time was NECX.

Emaginet'se-centives site (www.emaginet.com) **focuses** primarily on **online coupons** that deduct the savings directly at the merchant site. **Computer** vendors include software stores such as Beyond.com and Chumbo.com. Unlike other coupon services, Emaginet says it will soon let third-party sites recognize registered **e -centives** users, notify them of special pricing, and provide the appropriate discounts--even different types of discounts to different consumers buying the same product--without requiring them to go to the **e -centives** site.

Most of the online offers presented on coupon sites are available to anyone surfing the merchants' sites, whether they have a coupon or not...

17/3,K/2 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06132634 Supplier Number: 53880588 (USE FORMAT 7 FOR FULLTEXT)
IQDIRECT BUNDLES SERVICES AS ONLINE PROMOTIONS SURGE.
Riedman, Patricia
Advertising Age, p62(1)
Feb 8, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 632

... around to several vendors for services while facing increasing pressure to track return on investments for each promotion.

RANGE OF SERVICES

IQDirect is a software **system** that works with existing services such as online direct-mail services-for example, Intellipost Corp.'s BonusMail; or loyalty program providers, such as **Netcentives** ' ClickRewards Incentive Network; or supplies its own technology, such as in the area of online couponing. IQ can track and manage Internet coupons, sweepstakes, sampling, **rebates** and **direct e** -mail services.

Netscape Communications Corp. used IQDirect to drive more traffic to its Netcenter portal in a holiday promotion. IQ is also working with FreeSampleClub...
...stresses that it works with many companies in the online incentive space. But it also competes with a few of the online couponing companies-including **CoolSavings** , Emaginet, Hot Coupons and Webstakes.

IQ's couponing technology allows companies to sprinkle icons with special offers at point of purchase places around the Web...

...Clicked upon, the icons open up to a pop- up window with a relevant discount or offer, newsletters and is also investigating banner ads, trade **print** and direct mail. Spending was not disclosed.

Melissa Bane, analyst at the Yankee Group, said IQDirect definitely fulfills a need. "Marketing managers don't have...

17/3,K/3 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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12162293 SUPPLIER NUMBER: 62262829 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Bank Cards at Center of Web Discount System.
Stock, By Helen
American Banker, 165, 99, 1
May 23, 2000
ISSN: 0002-7561 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1166 LINE COUNT: 00094

TEXT:

First Data Corp. has reached preliminary agreements with four bank merchant-acquirers to offer an Internet discount coupon **system** , one it says can give banks a new role in online commerce. Sites using the Yclip **system** would invite Internet visitors to register their credit or debit cards, and would offer "paperless coupon" discounts to those who have. The discounts are automatic for purchases with registered cards at participating sites or stores. Various Web companies have created roughly similar **systems** and are signing up merchants directly. But the First Data **system** puts banks at the center, where they can use their bank card and processing expertise to offer more value to their merchant customers. First Data, the Atlanta-based payments company, created the paperless-coupon **system** in conjunction with Yclip Inc., an Internet start-up in Austin, Tex., that builds advertising technology. First Data bought a 16% equity stake in Yclip in January. Plans for the **system** were announced last week, and First Data says Wachovia Merchant Services, Sanwa Merchant Services, Unified Merchant Services, and First Virginia Merchant Services have signed letters...

...First Data is also marketing Yclip to bank card issuers, so that they -- as well as participating merchants -- will encourage customers to register for the **system** . Only MasterCard and Visa card holders are eligible to register. "If I have multiple cards in my wallet, and one of my banks happens to provide this promotional offer to me, that card may become top-of-wallet," Mr. Duncan said. Issuers could differentiate the Yclip **system** if they choose, he said, creating a loyalty point scheme in addition to a direct coupon program, for instance. Kevin Gallagher, director of e-business strategies at Wachovia Merchant Services, said the Yclip **system** reflects new conditions in the merchant-acquiring industry, in which merchants are asking for additional help in confronting the Internet. "In the past, the only...

...was to give them a Visa and MasterCard sticker," he said. Wachovia Merchant Services, which processes roughly $8 billion annually, had been researching different incentive **systems** for several months before choosing Yclip, Mr. Gallagher said. "The technology itself is above any I've seen in the marketplace," he said. Other **systems** were not able to send through a credit at the same time that the purchase was debited, creating consumer confusion, chargebacks, and unnecessary customer service calls, he said. One other benefit of the Yclip **system** is that, unlike direct mail campaigns, merchants pay only when a card holder actually redeems a discount, Mr. Gallagher said. The Yclip **system** , which Wachovia has slated for a "soft rollout" in June, fits with the many retailers and restaurants within Wachovia's merchant portfolio of 33,000...

...dinner table," he said. Many companies are trying to bridge the gap between online advertising and offline purchases, but Yclip and First Data say their **system** leverages the unique largesse of First Data, the leading processor of card transactions for both merchants and bank issuers. The two companies have signed a 15-year agreement to jointly develop software. Yclip has also agreed not to work with another card processor for 18 months after the **system** is first used. When Internet surfers visit a bank Web site, an Internet portal, or an online coupon site, they will be prompted to register for the Yclip **system** . From then on, the registrant will be presented with merchant promotions while surfing the Web. A card holder who clicks to view a particular offer...
...to confirm the discounts, or will be able to watch for a credit to appear on the credit or bank card statement. "There are no **systems** requirements or changes necessary to participate," Mr. Duncan said. Merchants just "put a promotion together, and the rest of it is fully integrated by us...

...promotions through banner ads and at various savings sites or other "consumer aggregators" on the Web. Among the aggregators that have agreed to participate are **CoolSavings** .com Inc., Vicinity Corp., FreeRide.com LLC, Inshop.com, and CouponSurfer.com. Yclip and First Data plan to approach Internet advertising agency DoubleClick Inc. and the other ad networks, Mr. Duncan said. Chicago-based **CoolSavings** , another company in which First Data recently invested, has more than seven million registered users who receive **targeted online coupons** , **rebates** , and free samples, according to First Data. Currently, **CoolSavings** promotions must be used online or by being **printed** out and taken into a physical store. First Data plans to use the Yclip **system** to help transform **CoolSavings** ' paper-based program into a completely electronic offering. **CoolSavings** is "limited mostly to calling on primarily online brands like Amazon," said Luis Gonzalez, chairman and chief executive officer of Yclip. "With our technology, (it...

17/3,K/4 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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12123491 SUPPLIER NUMBER: 59610727 (USE FORMAT 7 OR 9 FOR FULL TEXT)
planet U **Files Suit Against** CoolSavings **and Pep Boys for Infringement of Its Recently Acquired Patent.**
Business Wire, 0078
Feb 23, 2000
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 438 LINE COUNT: 00040

planet U **Files Suit Against** CoolSavings **and Pep Boys for Infringement of Its Recently Acquired Patent.**
SAN FRANCISCO--(BUSINESS WIRE)--Feb. 23, 2000
planet U (TM), Inc., the online promotions network for the consumer goods industry, today announced it has filed suit against **CoolSavings** .com, Inc., and The Pep Boys Manny Moe & Jack of California and The Pep Boys - Manny, Moe & Jack (NYSE:PBY), doing business as Pep Boys(R), for infringement of its recently acquired patent relating to user-**printed** coupon distribution **systems** . Pep Boys is a vendor that provides user-printable offers through **CoolSavings** ' Web site. The suit was filed with the United States District Court, Northern District of California in San Francisco. **planet U** 's United States Patent No. 5,907,830 was issued on May 25, 1999, and describes, in part, **systems** for **electronic coupon** distribution, interactive and **targeted** marketing to consumers, and coupon **printing** .
"We believe this is a strong and valuable patent," said Bill Purcell, CEO and founder of **planet U** . "And we are committed to protecting and enforcing our patent rights."
planet U Internet Coupons

planet U offers Internet coupons, called U-pons(TM) Internet coupons, that can be accessed across a network of retailer, marketer, and partner Web sites. Based on...

...for them. The consumer then selects the offers they wish to receive.

The "Net-to-Direct Mail(TM)" U-pons Internet coupon program offers securely **printed** coupons that are mailed directly to the consumer via first class mail. These coupons can be redeemed at hundreds of thousands of retail outlets that...

...system. When a customer visits their local retail store and presents their frequent shopper card, the savings are automatically deducted from the total purchase.

About **planet U**

planet U is the online promotions network for the consumer goods industry that most effectively connects manufacturers, retailers, and consumers. **planet U** provides manufacturers and retailers with the capability to deliver highly personalized and targeted promotions across its network of retailer Web sites, representing more than 6...

...and Web partner sites. In 1999, the company entered into an agreement with News America Marketing, a division of News Corp. (NYSE:NWS), to represent **planet U** 's Internet coupon technology as part of its SmartSource(TM) portfolio of consumer promotion products and services for consumer packaged goods manufacturers. **planet U** is located in San Francisco, California. (www.planetu.com)

17/3,K/5 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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10730041 SUPPLIER NUMBER: 53532758 (USE FORMAT 7 OR 9 FOR FULL TEXT)
coolsavings.com Launches Internet Coupon Program For HP Customers.
Business Wire, 1514
Jan 7, 1999
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 562 LINE COUNT: 00051

coolsavings.com Launches Internet Coupon Program For HP Customers.

Unique Program Rewards New Customers with HP and Related Computing and Retail Product Savings

CoolSavings (R) (**coolsavings** .com inc.), the Internet leader in targeted coupons and sales promotion services, today announced the launch of a customized Web site designed to deliver special online savings for Hewlett-Packard customers.

Using **coolsavings** .com's patented **system** for distributing **targeted coupons , electronic** certificates and mail-in rebates through the Internet, customers can receive savings on such HP products as Pavilion personal **computers** , Inkjet **printers** , scanners and photo paper.

In addition, the customized Web site offers customers savings on related technology-oriented products offered by HP marketing partners National Geographic Software and Intuit Quick Books, as well as rewards from national retailers, restaurants, travel companies and online retailers. Effective today, HP customers can now **print** coupons for both HP and other money-saving offers from their own computers via the **CoolSavings** (R) and HP Internet Web site (http://www.**coolsavings** .com/hp).

"**CoolSavings** has given us a groundbreaking frequent shopper program --rewarding loyal HP customers with savings on a broad range of products and services that combine the benefits of both Internet and retail shopping," said Gregg Peters, manager of the Customer Connect Insert Program. "In addition, **coolsavings** .com is introducing HP and our marketing partners to its registered shoppers, which will build current and incremental traffic for our businesses."

"We are pleased to be teaming with Hewlett-Packard," said Steven M. Golden, chairman and CEO of **coolsavings** .com. "Working with HP underscores

our commitment to leveraging the power of the PC, the **printer** and the Internet to deliver high-quality, **targeted coupons , electronic** certificates and mail-in rebates to shoppers. In addition, since nearly one half of our growing member base operates a home office, we know they...

...the availability of additional savings on HP and related computing products."

During the first half of 1999, HP customers will see an announcement for the **CoolSavings** (R)/HP Internet co-branded Web site on special advertising inserts placed in more than nine million inkjet cartridge packages located in stores nationwide. The inserts will list the co-branded Web site address (http://www.**coolsavings** .com/hp) and will preview this exclusive offer. Once registered on the site, users can browse, download and **print** product and service rewards right from their PC's.

Hewlett-Packard Company is a leading global provider of computing, Internet and intranet solutions, services, communications...

...Information about HP and its products can be found on the World Wide Web at http://www.hp.com.

Since its launch in March 1997, **CoolSavings** has been the leading provider of Internet based sales promotion services, offering a broad range of programs for national retailers, manufacturers, restaurants, travel providers and service firms. Today, with a rapidly expanding membership base of approximately 2 million shoppers, **CoolSavings** is rated by MediaMetrix among the Top 20 most frequently visited shopping sites on the Internet. For information on advertising with **CoolSavings** , call 888-426-6654, or set your browser to info.**coolsavings** .com/mediakit to view the **CoolSavings** online advertiser information kit.

17/3,K/6 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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10535978 SUPPLIER NUMBER: 53092647 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Boole & Babbage Announces New COMMAND/POST Power Module for Oracle.
Business Wire, 1127
Oct 19, 1998
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1149 LINE COUNT: 00104

... Process Behind Its Targeted Promotion System

Business Editor The lawsuit charges that Maryland-based Emaginet has offered consumer and advertiser services that infringe on the **CoolSavings** patent for distributing **printed** and electronic coupons through the Internet. The patented **CoolSavings** system is the first to provide target marketing capabilities to advertisers and still protect the privacy of consumers. This powerful system has quickly positioned **CoolSavings** among the most frequently visited Web sites on the Internet, with a rapidly growing database of 1.6 million registered shoppers.

"**CoolSavings** is proud to deliver innovative technologies and services to help companies expand their business through targeted campaigns, while answering consumer demand for privacy," said Steven M. Golden, Chairman and CEO of **coolsavings** .com. "To protect our position as an industry leader -- and the value of our research and development investments -- **CoolSavings** will continue to vigorously enforce our patent rights."

The **CoolSavings system** offers two important advantages to the consumer and advertiser. First, that advertisers or coupon issuers can **target printed** or **electronic coupons** to a specific consumer profile. This helps consumers avoid sifting through unnecessary coupons and promotions - they only see the offers that apply to their profiles...

...range of household characteristics to target the offer, they do not know the names, addresses or e-mail addresses of the individuals they target. The **CoolSavings system** remains a buffer protecting the privacy of those

consumers.

Since launch, in March 1997, **CoolSavings** has been the leading provider of Internet based sales promotion services, offering a broad range of programs for national retailers, manufacturers, restaurants, travel providers and service firms. Today, with more than 1.6 million registered members, **CoolSavings** is rated by MediaMetrix among the Top Ten most frequently visited shopping sites on the Internet.

For further information, call Steven Golden at 773-693-1300, or the **CoolSavings** lead counsel, Thomas G. Scavone, at 312-236-0733, the offices of Niro, Scavone, Haller & Niro.

17/3,K/7 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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10493932 SUPPLIER NUMBER: 53047067 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Emaginet Expands National Presence.
Business Wire, 1358
Sept 30, 1998
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 812 LINE COUNT: 00075

Two Marketing Leaders to Head New Silicon Valley Office and to Grow **E -Centives** Partnership Opportunities

Emaginet(tm), Inc., developers of breakthrough technologies for next generation digital couponing, **e -centives** (tm), today announces the opening of its new Silicon Valley office. Generating and strengthening visibility, the new Emaginet office will facilitate future strategic partnerships and...

...a wealth of partnership opportunities with leading companies who want to take advantage of the powerful marketing opportunities behind digital couponing."

Emaginet's first product, "**e -centives** ", is a digital coupon technology that enables consumers to receive savings through special offers or coupons on products or services they are interested in, automatically...
...based account. Any personal information that identifies an individual user is digitally encoded to maintain the privacy and anonymity of the consumer. For marketers, the **e -centives system** enables them to identify qualified customers via the Internet and electronically deliver them **personalized** and **targeted digital coupons** based on their shopping interests. The technology is fully integrated with major e-commerce software products used to build electronic storefronts, allowing automatic online coupon redemption on the Internet. Alternatively, these offers can be **printed** out as a paper coupon to be redeemed at retail.

Industry Trailblazers Lead West Coast Office

Vice President of Business Development, Bill Peck, and Director...

...responsible for managing advertising sales programs.

"Emaginet is committed to driving e-commerce initiatives with our innovative, cutting-edge couponing technology and pursuing the best **e -centives** partnerships for consumers," said Becker. "We will capitalize on the caliber of companies based in the area to give consumers the best offers in the...

17/3,K/8 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

09340642 SUPPLIER NUMBER: 19104053 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Consumer access.(Interactive Coupon Network **dispenses coupons on via Internet at www.** CoolSavings.**com)(Short Circuits)(Brief Article)**
Progressive Grocer, v76, n2, p68(1)
Feb, 1997

DOCUMENT TYPE: Brief Article ISSN: 0033-0787 LANGUAGE: English
RECORD TYPE: Fulltext
WORD COUNT: 103 LINE COUNT: 00011

Consumer access. (Interactive Coupon Network **dispenses coupons on via Internet at www.** CoolSavings.**com**) **(Short Circuits) (Brief Article)**

TEXT:

Interactive Coupon Network , Chicago, has developed a **system** for dispensing **coupons** on the **Internet** , giving advertisers immediate, **targeted** access to consumers. The company's site (www.**CoolSavings** .com) offers coupons for non-grocery stores and restaurants and enables consumers to **print** them out. The service also enables shoppers to receive photos and video of featured products and lists of stores closest to their homes. ICN has created several features to ensure that consumers will come back. One item is c-mail, which shows the **Cool -Savings** pig, flashing in and out of a mail-box with a personalized coupon.

6/20/00
DIALOG

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File 473:Financial Times Abstracts 1998-2000/Jun 19
         (c) 2000 The New York Times
File 474:New York Times Abs 1969-2000/Jun 19
         (c) 2000 The New York Times
File 475:Wall Street Journal Abs 1973-2000/Jun 19
         (c) 2000 The New York Times
?ds

Set      Items   Description
S1          47   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
               REBAT??? OR VOUCHER? ?)
S2       11422   PRINT??? OR (HARD OR PAPER)(W)COP???
S3      242535   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4          46   RD S1 (unique items)
S5           0   S1(S)S2
S6          23   S1(S)S3
S7          23   RD (unique items)
S8      249718   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
               ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
               ??? OR SCAN???? OR PERUS???? OR RECEIV???
S9           0   S7(S)S8
S10          0   S7 NOT S4
S11         23   S4 NOT S7
?
```

All Considered

7/3,K/1 (Item 1 from file: 473)
DIALOG(R)File 473:Financial Times Abstracts
(c) 2000 The New York Times. All rts. reserv.

04017836
JOB SEEKERS TO GET VOUCHERS
JIM KELLY
Financial Times, Col. 7, Pg. 7, Sec. A
Monday, March 13, 2000

DESCRIPTORS: **COMPUTERS** AND THE **INTERNET** ; UNEMPLOYMENT; **VOUCHERS**

7/3,K/2 (Item 1 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07760124 NYT Sequence Number: 834807000220
THE ETHICIST: MILKING MR. SOFTEE
Cohen, Randy
New York Times, Col. 2, Pg. 20, Sec. 6
Sunday February 20 2000

DESCRIPTORS: Ethics; **Computers** and the **Internet** ; **Rebates** ; Welfare (US); Frauds and Swindling; Forgery; Checks and Checking Accounts; Banks and Banking

7/3,K/3 (Item 2 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07744869 NYT Sequence Number: 320374000113
NEWS WATCH: TWO COMPANIES AGREE TO SEND SPEEDY REBATES TO CUSTOMERS
Greenman, Catherine
New York Times, Col. 3, Pg. 3, Sec. G
Thursday January 13 2000

DESCRIPTORS: **Computers** and the **Internet** ; **Rebates** ; Consumer Protection; Suits and Litigation

7/3,K/4 (Item 3 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714724 NYT Sequence Number: 631663990923
LETTERS
ottenstein, david l
New York Times, Col. 5, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet** ; **Rebates**

7/3,K/5 (Item 4 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714723 NYT Sequence Number: 631655990923
LETTERS
waxman, chaim i
New York Times, Col. 5, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet** ; **Rebates**

7/3,K/6 (Item 5 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714722 NYT Sequence Number: 631647990923
LETTERS
morris, r e
New York Times, Col. 5, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet ; Rebates**

7/3,K/7 (Item 6 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714721 NYT Sequence Number: 631620990923
LETTERS
hole, william t (dr)
New York Times, Col. 4, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet ; Rebates**

7/3,K/8 (Item 7 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714720 NYT Sequence Number: 631612990923
LETTERS
mendez, manuel
New York Times, Col. 4, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet ; Rebates ;** Sales Tax

7/3,K/9 (Item 8 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714719 NYT Sequence Number: 631604990923
LETTERS
best, albert
New York Times, Col. 3, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet ; Rebates**

7/3,K/10 (Item 9 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714718 NYT Sequence Number: 631582990923
LETTERS: MORE TROUBLE WITH REBATES
Gray, Walter
New York Times, Col. 3, Pg. 10, Sec. G
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet ; Rebates**

7/3,K/11 (Item 10 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07714605 NYT Sequence Number: 630292990923
CORRECTION
New York Times, Col. 4, Pg. 2, Sec. A
Thursday September 23 1999

DESCRIPTORS: **Computers** and the **Internet** ; Correction Stories; **Rebates** ; Computer Software

7/3,K/12 (Item 11 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07713034 NYT Sequence Number: 511838990916
THE TROUBLE WITH REBATES
Greenman, Catherine
New York Times, Col. 2, Pg. 1, Sec. G
Thursday September 16 1999

DESCRIPTORS: **Computers** and the **Internet** ; **Rebates** ; Consumer Protection; Computer Software; Frauds and Swindling

7/3,K/13 (Item 12 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07626838 NYT Sequence Number: 783285980910
NEWS WATCH: PC DATA TRIES TO CATCH UP WITH WEB TRACKING SURVEY
Richtel, Matt
New York Times, Col. 4, Pg. 3, Sec. G
Thursday September 10 1998

ABSTRACT:
PC Data, market research firm, offers financial **incentives** to **Internet** users to let it track their use of cyberspace, as well as their hardware and software products; competitors have offered similar programs for some time...

7/3,K/14 (Item 13 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

06812559 NYT Sequence Number: 045217940314
PRESS NOTES
New York Times, Col. 1, Pg. 7, Sec. D
Monday March 14 1994

DESCRIPTORS: NEWS AND NEWS MEDIA; NEW MODELS, DESIGN AND PRODUCTS; **ELECTRONIC** INFORMATION **SYSTEMS** ; **COUPONS** ; PRICES; ATHLETICS AND SPORTS; INDIANS, AMERICAN

7/3,K/15 (Item 14 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

00911222 NYT Sequence Number: 029058790731
Gasoline shortage has jeopardized revenue base of NJ Turnpike Authority and without change in road's toll structure authority could be hard-pressed

to pay semi-annual interest due Jan 1 on tax-exempt bonds. Authority expects approval for toll increases and foresees no difficulty in making payment. Situation is regarded as serious for holders of $202 million in Turnpike System **Revenue Bonds with 6%** coupons. E **F Hutton & Co assistant vice pres Terry F Sapp comments. Table indicates impact of fuel shortage on 28 of nation's leading toll authorities (M).)**
METZ, ROBERT
New York Times, Col. 2, Pg. 6, Sec. 4
Tuesday July 31 1979

...Authority expects approval for toll increases and foresees no difficulty in making payment. Situation is regarded as serious for holders of $202 million in Turnpike System **Revenue Bonds with 6%** coupons. E **F Hutton & Co assistant vice pres Terry F Sapp comments. Table indicates impact of fuel shortage on 28 of nation's leading toll authorities (M).)**
...

7/3,K/16 (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08044078 NYT Sequence Number: 000000991207
CIRCUIT CITY SALES DISAPPOINT, BUT NET MAY TOP ESTIMATES
RAMSTAD, EVAN
Wall Street Journal, Col. 1, Pg. 17, Sec. C
Tuesday December 7 1999

ABSTRACT:
Circuit City Stores Inc reports November sales grew less than expected because it did not offer **instant rebates** on personal **computer**, as did competitors, but says it expected to top analysts' expectations for earnings in fiscal third quarter ended Nov 30 (M)

7/3,K/17 (Item 2 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08037247 NYT Sequence Number: 000000991008
DELL TO OFFER REBATES FOR INTERNET SERVICE, JOINING RECENT TREND
Wall Street Journal, Col. 6, Pg. 2, Sec. B
Friday October 8 1999

DESCRIPTORS: COMPUTERS AND THE **INTERNET ; REBATES ;** DISCOUNT SELLING

7/3,K/18 (Item 3 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08029055 NYT Sequence Number: 000000990721
HEWLETT-PACKARD PLANS REBATE
Wall Street Journal, Col. 6, Pg. 11, Sec. C
Wednesday July 21 1999

DESCRIPTORS: **COMPUTERS** AND THE **INTERNET ; REBATES**

7/3,K/19 (Item 4 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08028733 NYT Sequence Number: 000000990720
NEWS CORP TO PUT DISCOUNT COUPONS ON THE INTERNET
LIPPMAN, JOHN

Wall Street Journal, Col. 4, Pg. 6, Sec. B
Tuesday July 20 1999

ABSTRACT:
...which controls about half the newspaper coupon market in the US, is expected to announce it has made two separate investments aimed at making discount **coupons** available **online** and on digitized cards; has acquired a 30% stake in SoftCard **Systems** Inc; has also taken a 22% stake in Planet U Inc, which distributes **coupons** **online** (M)

DESCRIPTORS: COMPUTERS AND THE **INTERNET** ; **COUPONS** ; MERGERS, ACQUISITIONS AND DIVESTITURES

7/3,K/20 (Item 5 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07999739 NYT Sequence Number: 000000981028
ADVERTISING: AD NOTES
Wall Street Journal, Col. 5, Pg. 10, Sec. B
Wednesday October 28 1998

ABSTRACT:
Val-Pak Direct Marketing **Systems** is launching a Web site (www.valpak.com) that will offer consumers **coupons** **online** (S)

7/3,K/21 (Item 6 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07993904 NYT Sequence Number: 000000980909
KROGER TO TAKE PART IN WEB-COUPON SYSTEM OPERATED BY PLANET U
Wall Street Journal, Col. 4, Pg. 2, Sec. B
Wednesday September 9 1998

ABSTRACT:
Kroger Co agrees to participate in an **Internet** -**coupon** **system** operated by Planet U, a closely held provider of Internet-based consumer promotions (S)

7/3,K/22 (Item 7 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07026692
WYSE TECHNOLOGY OFFERS REBATE
Wall Street Journal, Col. 6, Pg. 11, Sec. A
Friday March 10 1995

ABSTRACT:
Wyse Technology Inc is offering an **instant** **rebate** on its family of X **terminals** for as much as $300 off the cost of higher-end models (S)

7/3,K/23 (Item 8 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

06774489
CORRECTIONS & AMPLIFICATIONS
Wall Street Journal, Col. 2, Pg. 2, Sec. A
Wednesday May 11 1994

ABSTRACT:
Correction of May 10 Marketplace article; Advanced Promotion Technologies Inc, designer of an interactive **electronic couponing system** , has installed machines in 140 grocery stores (S)
?

7/9/14 (Item 13 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

06812559 NYT Sequence Number: 045217940314
PRESS NOTES
New York Times, Col. 1, Pg. 7, Sec. D
Monday March 14 1994
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
Atlanta Journal and Constitution plans electronic newspaper called Access Atlanta; cartoon...Cents-off coupons cut newsstand price of Arizona Republic and Phoenix Gazette...Star Tribune of Minneapolis joins small group of newspapers that refuse to use names of sports teams that some Native Americans find offensive (M)

COMPANY NAMES: ATLANTA JOURNAL AND CONSTITUTION; ACCESS ATLANTA (ELECTRONIC NEWSPAPER); PHOENIX GAZETTE; ARIZONA REPUBLIC
DESCRIPTORS: NEWS AND NEWS MEDIA; NEW MODELS, DESIGN AND PRODUCTS; **ELECTRONIC** INFORMATION **SYSTEMS** ; **COUPONS** ; PRICES; ATHLETICS AND SPORTS; INDIANS, AMERICAN
PERSONAL NAMES: GLABERSON, WILLIAM

7/9/22 (Item 7 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07026692
WYSE TECHNOLOGY OFFERS REBATE
Wall Street Journal, Col. 6, Pg. 11, Sec. A
Friday March 10 1995
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
Wyse Technology Inc is offering an **instant rebate** on its family of X **terminals** for as much as $300 off the cost of higher-end models (S)

COMPANY NAMES: WYSE TECHNOLOGY INC
DESCRIPTORS: DATA PROCESSING (COMPUTERS); REBATES

7/9/23 (Item 8 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

06774489
CORRECTIONS & AMPLIFICATIONS
Wall Street Journal, Col. 2, Pg. 2, Sec. A
Wednesday May 11 1994
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
Correction of May 10 Marketplace article; Advanced Promotion Technologies Inc, designer of an interactive **electronic couponing system** , has installed machines in 140 grocery stores (S)

COMPANY NAMES: ADVANCED PROMOTION TECHNOLOGIES INC
DESCRIPTORS: CORRECTION STORIES; COUPONS
?

11/3,K/1 (Item 1 from file: 473)
DIALOG(R)File 473:Financial Times Abstracts
(c) 2000 The New York Times. All rts. reserv.

04013489
ONLINE STORE AIMS TO SAVE TRADITIONAL OUTLETS
CARLOS GRANDE
Financial Times, Col. 1, Pg. 13, Sec. A
Tuesday, November 9, 1999

ABSTRACT:
Jomono.com, an **online** gift **voucher** service, and Auravita, a healthcare retailer, will work with traditional store-based partners to procure sales online; they will counter traditional Internet businesses that lure...

11/3,K/2 (Item 1 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07676692 NYT Sequence Number: 013536990401
DOWNTIME : TURNING COUPON USERS FROM CLIPPERS INTO CLICKERS
Slatalla, Michelle
New York Times, Col. 1, Pg. 13, Sec. G
Thursday April 1 1999

ABSTRACT:
E -coupon companies struggle to develop secure, well-targeted ways to offer shoppers discount **coupons** via **Internet** ; on-line **coupons** offer shoppers advantage of customization; variety of on-line coupons has proliferated with introduction of numerous coupon Web sites; photos (M)

11/3,K/3 (Item 2 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07435235 NYT Sequence Number: 039691960624
CYBERGOLD PLANS NEW MARKETING APPROACH
New York Times, Col. 5, Pg. 5, Sec. D
Monday June 24 1996

DESCRIPTORS: Computers and Information Systems; **Coupons** ; Advertising; **Internet** and World Wide Web

11/3,K/4 (Item 3 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07015863 NYT Sequence Number: 032964950911
ADVERTISING: ADDENDA: NEW ALLIANCES FOR ON-LINE WORK
New York Times, Col. 5, Pg. 11, Sec. D
Monday September 11 1995

ABSTRACT:
...Digital president, George Asposporos, will be president of venture; Nielsen Media Research and Internet Profiles Corp team up to offer measurement and evaluation services for **Internet** ; Muzak and **Coupons Online** form joint venture that includes marketing of interactive coupons and promotional programs for retailers; Targetbase Marketing teams up with Big Hand Inc to create interactive...

COMPANY NAMES: SFM MEDIA CORP; SFM/DIGITAL BRANDS; DIGITAL BRANDS INC; NIELSEN MEDIA RESEARCH; INTERNET PROFILES CORP; MUZAK; **COUPONS ONLINE**

; TARGETBASE MARKETING; BIG HAND INC

11/3,K/5 (Item 4 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

05804127 NYT Sequence Number: 016262900809
PRESCOTT A. TOLMAN
New York Times, Col. 5, Pg. 12, Sec. B
Thursday August 9 1990

ABSTRACT:
Prescott A Tolman, retired **E** F MacDonald **Incentive** Co aide, dies at age 80

11/3,K/6 (Item 5 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

05780103 NYT Sequence Number: 005738900421
ELECTRONIC ' COUPONS': **SAVINGS BUT NO SCISSORS**
SLOANE, LEONARD
New York Times, Col. 1, Pg. 48, Sec. 1
Saturday April 21 1990

ELECTRONIC ' COUPONS': **SAVINGS BUT NO SCISSORS**

ABSTRACT:
Electronic discount **coupons** provided at supermarkets, drugstores and other retail outlets are gradually replacing the paper kind that are clipped from newspaper inserts and magazines or are sent...

11/3,K/7 (Item 6 from file: 474)
DIALOG(R)File 474:New York Times Abs
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05334991 NYT Sequence Number: 231285881127
ELECTRONIC COUPONS-**AND PUSH-BUTTON RECIPES**
BERGER, WARREN
New York Times, Col. 1, Pg. 11, Sec. 3
Sunday November 27 1988

ELECTRONIC COUPONS-**AND PUSH-BUTTON RECIPES**

11/3,K/8 (Item 7 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

00784574 NYT Sequence Number: 055352770208
HR Ways and Means Com hearings on tax aspects of Carter's econ stimulus pkg. Amer Council for Capital Formation chmn Charls E Walker backs rebates, **but only because of special impact of severe winter. Machinery Dealers Natl Assn pres David L Baker says rebates are needed to offset cuts in buying power made by high fuel costs and layoffs. NAM repr Roland M Bixler says permanent tax cuts are better than rebates. Backs tax incentives for capital investments. At Joint Econ Com hearing, Walter Heller backs $3-million increase in size of rebate program because of cold weather. Franco Modigliani questions effectiveness of rebates (M).)**
Associated Press
New York Times, Col. 3, Pg. 49
Tuesday February 8 1977

HR Ways and Means Com hearings on tax aspects of Carter's econ stimulus pkg. Amer Council for Capital Formation chmn Charls E Walker backs rebates, but only because of special impact of severe winter. Machinery Dealers Natl Assn pres David L Baker says rebates are needed to offset cuts in...

11/3,K/9 (Item 8 from file: 474)
DIALOG(R)File 474:New York Times Abs
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00782381 NYT Sequence Number: 053159770218
Restaurant Assocs, which operates Mama Leone's, The Brasserie and other NYC restaurants, admits taking $250,000 in kickbacks from liquor, wine and beer makers and wholesalers as inducements to buy products. Exec vp and gen counsel Lester Klepper says practices were discontinued last spring. SLA chmn Michael Roth says he suspects everyone dealing with major purchasing power in state has been involved in kickbacks and rebates. Says alcoholic beverage price controls, which ban discounts of larger than 2% for purchasing in volume, inhibit what is normal in other businesses. Says laws ought to be re-examined. Says Restaurant Assocs volunteered kickback information. SLA has charged 5 liquor and wine cos with violating rebate restrictions: Joseph E Seagram & Sons, Heublein Inc, Charmer Indus, Wellington Importers and Mediterranean Importing Co. 3 beer producers are F & M Schaefer Brewing Co, Joseph Schlitz Brewing and Anheuser-Busch Inc. Cos have filed documents with SEC admitting involvement in 'questionable payments' (M).)
TREASTER, JOSEPH B
New York Times, Col. 6, Pg. 7, Sec. 2
Friday February 18 1977

...other businesses. Says laws ought to be re-examined. Says Restaurant Assocs volunteered kickback information. SLA has charged 5 liquor and wine cos with violating rebate restrictions: Joseph E Seagram & Sons, Heublein Inc, Charmer Indus, Wellington Importers and Mediterranean Importing Co. 3 beer producers are F & M Schaefer Brewing Co, Joseph Schlitz Brewing and...

11/3,K/10 (Item 9 from file: 474)
DIALOG(R)File 474:New York Times Abs
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00760038 NYT Sequence Number: 030816770510
Eastman Kodak Co announces it will begin offering customers and dealers rebates on its instant cameras and film. Says consumers who pruchased 1 of its new instant cameras from May 23 through Sept 5 could get $5 rebate check from co by submitting proof of purchase of 5 packs on instant film. Co disclosed that it was laying off 150 workers at its instant film div for 1-wk periods (S).)
New York Times, Col. 5, Pg. 47
Tuesday May 10 1977

Eastman Kodak Co announces it will begin offering customers and dealers rebates on its instant cameras and film. Says consumers who pruchased 1 of its new instant cameras from May 23 through Sept 5 could get $5 rebate check from...

11/3,K/11 (Item 10 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

00020503 NYT Sequence Number: 020501690517
Sens J Miller, G Allott, M R Young, W B Saxbe and L B Jordan say they were unaware of Repub primary fight when they approved NYC Mayor J V Lindsay

endorsement for re-election; Sen R J Dole says he did not authorize use of name but that Lindsay is personal friend; Goodell aide denies attempt to mislead; Sen Hansen doubts value of own voucher; Sens C E Goodell, R S Schweiker, P W Packwood, J S Cooper, R P Griffin and C H Percy give individual endorsements)
New York Times, Col. 1, Pg. 17
Saturday May 17 1969

...he did not authorize use of name but that Lindsay is personal friend; Goodell aide denies attempt to mislead; Sen Hansen doubts value of own voucher; Sens C E Goodell, R S Schweiker, P W Packwood, J S Cooper, R P Griffin and C H Percy give individual endorsements)

11/3,K/12 (Item 11 from file: 474)
DIALOG(R)File 474:New York Times Abs
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00000198 NYT Sequence Number: 000196690630
Pakistan budget, weighted markedly in favor of E Pakistan, seen part of broad program to mollify E Pakistan complaints that it is economically and politically dominated by W Pakistan; development outlay in East will be 53% as against 47% for West; Sec G Ishak Khan announces several further incentives for E Pakistan econ)
New York Times, Col. 3, Pg. 10
Monday June 30 1969

...and politically dominated by W Pakistan; development outlay in East will be 53% as against 47% for West; Sec G Ishak Khan announces several further incentives for E Pakistan econ)

11/3,K/13 (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08036443 NYT Sequence Number: 000000990924
CYBERGOLD ROSE 33% ON FIRST DAY
Wall Street Journal, Col. 4, Pg. 19, Sec. C
Friday September 24 1999

ABSTRACT:
Shares of Cybergold Inc, marketing firm that offers incentives to online shoppers, jump 33% to $14.44 a share from opening price of $11.50 a share in first day of trading ; company offered shares at...

11/3,K/14 (Item 2 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08035752 NYT Sequence Number: 000000990920
NEXTCARD OFFERS CUSTOMERS REBATE FOR ELECTRONIC BILL
BRANSTEN, LISA
Wall Street Journal, Col. 1, Pg. 15A, Sec. A
Monday September 20 1999

NEXTCARD OFFERS CUSTOMERS REBATE FOR ELECTRONIC BILL

11/3,K/15 (Item 3 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08024698 NYT Sequence Number: 000000990614
HOW TO PICK

LEE, CARRIE
Wall Street Journal, Col. 1, Pg. 8, Sec. R
Monday June 14 1999

ABSTRACT:
Article in special section on online investing offers advice on how to choose an online broker; observes that many of the **incentives** offered by **online** brokers have little to do with a sound financial plan; chart (L)

11/3,K/16 (Item 4 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08021668 NYT Sequence Number: 000000990513
BUSINESS BULLETIN
Wall Street Journal, Col. 5, Pg. 1, Sec. A
Thursday May 13 1999

ABSTRACT:
Coalition Against Unsolicited Commercial Email and other 'anti-spam' groups are offering consumers $5 **coupons** redeemable at **online** music retailer CDNow in return for junk e-mail; group plans to forward spam to FTC, to ratchet up pressure for anti-spam legislation (S)

11/3,K/17 (Item 5 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

08015159 NYT Sequence Number: 000000990319
GM ONLINE COUPON **OPENS NEW FRONT IN AUTO-PRICE WARS**
White, Gregory L; Warner, Fara
Wall Street Journal, Col. 6, Pg. 4, Sec. B
Friday March 19 1999

GM ONLINE COUPON **OPENS NEW FRONT IN AUTO-PRICE WARS**

11/3,K/18 (Item 6 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07985043 NYT Sequence Number: 000000980618
TECHNOLOGY JOURNAL: 'CLICKING' COUPONS ON-LINE HAS A COST: PRIVACY
THOMAS, PAULETTE
Wall Street Journal, Col. 3, Pg. 1, Sec. B
Thursday June 18 1998

DESCRIPTORS: **COUPONS ; INTERNET AND WORLD WIDE WEB ;** DISCOUNT SELLING; SUPERMARKETS

11/3,K/19 (Item 7 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07944107 NYT Sequence Number: 000000970624
SOFTWARE DEVELOPER TO UNVEIL COUPONS FOR USE ON INTERNET
Auerbach, Jon G
Wall Street Journal, Col. 4, Pg. 13, Sec. B
Tuesday June 24 1997

ABSTRACT:
Open Market Inc plans to introduce technology for creating and delivering **digital coupons** over the **Internet** , showing the growing

sophistication of electronic commerce (M)

11/3,K/20 (Item 8 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07024265
HERITAGE MEDIA UNIT'S MACHINES
Wall Street Journal, Col. 5, Pg. 16, Sec. C
Tuesday April 18 1995

ABSTRACT:
Heritage Media Corp's Actmedia unit says it has agreed to install its **instant -coupon** machines in Kmart Corp's 2,300 locations (S)

11/3,K/21 (Item 9 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

06760303
TSS LTD
Wall Street Journal, Col. 1, Pg. 5, Sec. A
Tuesday September 6 1994

ABSTRACT:
TSS Ltd, a marketer of **electronic coupon** dispensers, says it has transferred all its assets to the Credit Managers Assn of California (S)

11/3,K/22 (Item 10 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

06286260
MAKERS OF CASUAL WEAR ARE ADDING MORE FLAIR
Wall Street Journal, Col. 2, Pg. 1, Sec. B
Wednesday November 18 1992

ABSTRACT:
...of fashion tee-shirts as prices around $7, compared to $12 for the Gap shirts; notes Fruit of the Loom is currently running a $2 **instant rebate** program (M)

11/3,K/23 (Item 11 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

05531913
GIANT FOOD PLANS TO TEST ELECTRONIC REBATE **PROGRAM**
Wall Street Journal, Col. 6, Pg. 2, Sec. 2
Friday June 16 1989

GIANT FOOD PLANS TO TEST ELECTRONIC REBATE **PROGRAM**

ABSTRACT:
Giant Food Inc will test **electronic rebate** program in several of its Washington, DC, area supermarkets this fall in an effort to reward loyal customers and lure away some of its competitors...
?

11/9/2 (Item 1 from file: 474)
DIALOG(R)File 474:New York Times Abs
(c) 2000 The New York Times. All rts. reserv.

07676692 NYT Sequence Number: 013536990401
DOWNTIME : TURNING COUPON USERS FROM CLIPPERS INTO CLICKERS
Slatalla, Michelle
New York Times, Col. 1, Pg. 13, Sec. G
Thursday April 1 1999
DOCUMENT TYPE: Newspaper JOURNAL CODE: NYT LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
E -coupon companies struggle to develop secure, well-targeted ways to offer shoppers discount **coupons** via **Internet** ; on-line **coupons** offer shoppers advantage of customization; variety of on-line coupons has proliferated with introduction of numerous coupon Web sites; photos (M)

SPECIAL FEATURES: Photo
DESCRIPTORS: Retail Stores and Trade; Coupons; Computers and the Internet
PERSONAL NAMES: Slatalla, Michelle

11/9/19 (Item 7 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2000 The New York Times. All rts. reserv.

07944107 NYT Sequence Number: 000000970624
SOFTWARE DEVELOPER TO UNVEIL COUPONS FOR USE ON INTERNET
Auerbach, Jon G
Wall Street Journal, Col. 4, Pg. 13, Sec. B
Tuesday June 24 1997
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
Open Market Inc plans to introduce technology for creating and delivering **digital coupons** over the **Internet** , showing the growing sophistication of electronic commerce (M)

COMPANY NAMES: Open Market Inc
DESCRIPTORS: INTERNET AND WORLD WIDE WEB; COMPUTER SOFTWARE; COMPUTERS AND INFORMATION SYSTEMS; Coupons
PERSONAL NAMES: Auerbach, Jon G
?

6/20/00
DIALOG

```
File 348:European Patents 1978-2000/Jun W03
         (c) 2000 European Patent Office
File 349:PCT Fulltext 1983-2000/UB=, UT=20000525
         (c) 2000 WIPO/MicroPatent
?ds

Set     Items   Description
S1        320   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
              ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
              REBAT??? OR VOUCHER? ?)
S2         87   S1(S)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR
              TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER)
S3     125335   PRINT??? OR (HARD OR PAPER)(W)COP???
S4    1235857   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S5         52   S1(S)S3(S)S4
S6         14   S2(S)S3(S)S4
S7         60   S2(S)S4
S8     815142   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
              ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
              ??? OR SCAN???? OR PERUS???? OR RECEIV???
S9         40   S7(S)S8
S10        15   S9 NOT AD>=19970506
S11        15   S10 NOT AD>=19990506
S12        31   S9 NOT AD>=19990506
S13        22   S12 NOT S6
```

All Considered

6/3,K/1 (Item 1 from file: 348)
DIALOG(R)File 348:European Patents
(c) 2000 European Patent Office. All rts. reserv.

01069095
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Electronic wallet
Elektronische Geldborse
Portefeuille electronique
PATENT ASSIGNEE:
MOTOROLA, INC., (205770), 1303 East Algonquin Road, Schaumburg, IL 60196, (US), (Applicant designated States: all)
INVENTOR:
Gutman, Jose, 846 NW 9th Way, Boynton Beach, Florida 33435, (US)
Wright, Jim, 10140 NW 43 Street, Coral Springs, Florida 33065, (US)
Finkelstein, Louis, 1698 W Ottowa Ct., Wheeling, IL 600690, (US)
Puhl, Larry, 1231 Fawn Hollow, West Dundee, Il.60118, (US)
LEGAL REPRESENTATIVE:
Morgan, Marc et al (74603), Motorola European Intellectual Property Operations, Midpoint, Alencon Link, Basingstoke, Hampshire RG21 7PL, (GB)
PATENT (CC, No, Kind, Date): EP 940760 A1 990908 (Basic)
APPLICATION (CC, No, Date): EP 99110343 911007;
PRIORITY (CC, No, Date): US 632714 901214
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LI; LU; NL; SE
RELATED PARENT NUMBER(S) - PN (AN):
EP 564469 (EP 91920125)
INTERNATIONAL PATENT CLASS: G06F-015/16; G06K-001/14; G06F-015/02; G07F-007/10
ABSTRACT WORD COUNT: 51
NOTE:
Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9936	866
SPEC A	(English)	9936	9028
Total word count - document A			9894
Total word count - document B			0
Total word count - documents A + B			9894

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348

...SPECIFICATION appear very attractive, it is expected that some financial transactions may nonetheless require a paper check or voucher 120 (i.e., a paper trail). By **printing** a check 120 **directly** from the electronic wallet 100, a user of the **device** may be capable of reducing the amount of manual entry and tabulation normally required with conventional checkbooks. Consequently, the possibility for entry errors are substantially reduced. Lastly, by linking the transaction information **printed** on the check 120 with the information stored in the electronic wallet 100, a check transaction may be automatically monitored, verified, and confirmed by the...

6/3,K/2 (Item 2 from file: 348)
DIALOG(R)File 348:European Patents
(c) 2000 European Patent Office. All rts. reserv.

00510951
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
ELECTRONIC WALLET
ELEKTRONISCHE GELDBORSE
PORTEFEUILLE ELECTRONIQUE
PATENT ASSIGNEE:

• MOTOROLA, INC., (205770), 1303 East Algonquin Road, Schaumburg, IL 60196, (US), (Proprietor designated states: all)
INVENTOR:
GUTMAN, Jose, 846 NW 9th Way, Boynton Beach, FL 33435, (US)
WRIGHT, Jim, 10140 NW 43 Street, Coral Springs, FL 33065, (US)
FINKELSTEIN, Louis, D., 1698 W. Ottowa Ct., Wheeling, IL 60090, (US)
PUHL, Larry, 6 Plum Ct., Sleepy Hollow, IL 60118, (US)
LEGAL REPRESENTATIVE:
Dunlop, Hugh Christopher et al (59551), Motorola, European Intellectual Property Operations Midpoint Alencon Link, Basingstoke, Hampshire RG21 7PL, (GB)
PATENT (CC, No, Kind, Date): EP 564469 A1 931013 (Basic)
EP 564469 A1 940525
EP 564469 B1 000105
WO 9211598 920709
APPLICATION (CC, No, Date): EP 91920125 911007; WO 91US7410 911007
PRIORITY (CC, No, Date): US 632714 901224
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LI; LU; NL; SE
RELATED DIVISIONAL NUMBER(S) - PN (AN):
EP 940760 (EP 99110343)
INTERNATIONAL PATENT CLASS: G06F-015/16; G06K-001/14; G06F-015/02; G06F-017/00; G06F-157/00; G07F-007/10
NOTE:
No A-document published by EPO
LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	200001	1906
CLAIMS B	(German)	200001	1738
CLAIMS B	(French)	200001	2119
SPEC B	(English)	200001	9031
Total word count - document A			0
Total word count - document B			14794
Total word count - documents A + B			14794

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
...SPECIFICATION appear very attractive, it is expected that some financial transactions may nonetheless require a paper check or voucher 120 (i.e., a paper trail). By **printing** a check 120 **directly** from the electronic wallet 100, a user of the **device** may be capable of reducing the amount of manual entry and tabulation normally required with conventional checkbooks.

Consequently, the possibility for entry errors are substantially reduced. Lastly, by linking the transaction information **printed** on the check 120 with the information stored in the electronic wallet 100, a check transaction may be automatically monitored, verified, and confirmed by the...

6/3,K/3 (Item 1 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00683687
EVALUATION OF RESPONSES OF PARTICIPATORY BROADCAST AUDIENCE WITH PREDICTION OF WINNING CONTESTANTS: MONITORING, CHECKING AND CONTROLLING OF WAGERING, AND AUTOMATIC CREDITING AND COUPONING
EVALUATION DES REPONSES D'AUDITEURS PARTICIPANT A UNE EMISSION RADIODIFFUSEE AVEC PREDICTION DES GAGNANTS PARMI LES PARTICIPANTS: CONTROLE, VERIFICATION ET REGULATION DES PARIS, ET DISTRIBUTION AUTOMATIQUE DE CREDIT ET DE COUPONS
Patent Applicant/Assignee:
VON KOHORN Henry; Address - VON KOHORN, Henry, 945 Treasure Lane, Vero Beach, FL 32963, US
Inventor(s):

·VON KOHORN Henry; Address - VON KOHORN, Henry, 945 Treasure Lane, Vero Beach, FL 32963, US
Patent and Priority Information (Country, Number, Date):
Patent: WO 9966707 A2 19991223
Application: WO 99US10850 19990517 (PCT/WO US9910850)
Priority Application: US 9888148 19980601
Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GD; GE; GH; GM; HR; HU; ID; IL; IN; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; UZ; VN; YU; ZW; GH; GM; KE; LS; MW; SD; SL; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG
Publication Language: English
Filing Language: English
Fulltext Word Count: 131097

Fulltext Availability:
Detailed Description

Detailed Discription
... to a respondent and having the capacity for allowing the sender to respond to a communication, when desired, from the respondent whether by manual or **electronic** means.

29
The term "response" is intended to include answers, elicited opinions and statements, text and narrative provided by contestants, respondents, students and other participants...the dispenser 46 for recordation upon the card 48 or such other form of storage media as may be employed. The printout mechanism or marking **device** may take different forms to meet the requirements of the broadcast, whether quiz programs, educational programs, tests surveys or other task setting assignments. These **devices** may be relatively small, utilizing a continuous tape as the substrate to which the markings are applied, or they may utilize full page printouts.

The recording medium may be a special form or blank dispensed individually by the **device** as a cut section, or may take other configurations, including discontinuous shapes.

Although completely blank forms may be used in recording respondents' entries in the data entering **device** , in many instances the forms or blanks preferably are provided with lines, grids, schematics and the like for easier subsequent scoring of responses recorded on...

...or cardboard stock, plastic and the like, of special composition or containing admixtures of identifiable substances facilitating recognition by electronic or other sensing and scanning **devices** . Verification may also be facilitated by using recording media that are colored, coated, embossed, textured, magnetized or otherwise given recognizable properties.
By replacing the recording...

...with and counterfeiting of the marked recording media can, for all practical purposes, be prevented.

The marking may be applied by any known methods, including **printing** with or without impact, using ink sprays, heat, magnetic pulses, laser beams and other light sources. The markings may also take the form of depressions and embossed configurations legible by appropriate **devices** .

In addition, to prevent tampering, the recording mechanism, such as a printer, can be provided with means for alternatively and selectively applying one of a...size from 2000 to 2 million will reduce a sampling

·error from 3% to

In the field of qualitative market analysis and consumer research, the **system** and methods described can be employed very effectively, substituting home viewers and listeners for the so-called **focus** groups or other population samples used to determine buyer responses to products and services. The versatility and flexibility of the home keyboard or other data entering **device** are particularly well suited to the ...of unbiased responses to questions or statements by advertising agencies and market analysts. The market research and other surveys and polls made possible by the **system** and methods described, can be part of a regular quiz show or can be conducted separately. Respondents are rewarded for their cooperation by issuing certificates...

...the research organization. For this purpose the forms dispensed by the dispensers in participants' homes can take the form of self-addressed return envelopes. Special **printed** forms may be used in conducting research into respondents' reactions to tasks or questions. Coupon awards may be dispensed separately or may be a tear...

6/3,K/4 (Item 2 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00668460
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS
PROCEDES ET SYSTEME DE DISTRIBUTION ELECTRONIQUE DE COUPONS DE REMBOURSEMENT DE PRODUIT
Patent Applicant/Assignee:
NETVALUE INC; Address - NETVALUE, INC. , 1960 Bronson Road, Fairfield, CT 06430 , US
BARNETT Craig W
BARNETT Karen R
BRAUNSTEIN Mark
Inventor(s):
NETVALUE INC; Address - NETVALUE, INC. , 1960 Bronson Road, Fairfield, CT 06430 , US
BARNETT Craig W
BARNETT Karen R
BRAUNSTEIN Mark
Patent and Priority Information (Country, Number, Date):
Patent: WO 9952055 A1 19991014
Application: WO 98US6898 19980406 (PCT/WO US9806898)
Priority Application: WO 98US6898 19980406
Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GE; GH; GM; GW; HU; ID; IL; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; UZ; VN; YU; ZW; GH; GM; KE; LS; MW; SD; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; SN; TD; TG
Publication Language: English
Filing Language: English
Fulltext Word Count: 10018

Fulltext Availability:
Detailed Description

Detailed Discription
... store, manipulate and print coupons from such coupon data.

It is a further object of the present invention to provide such an electronic coupon distribution **system** which allows the coupon issuing companies to access valuable information **directly** from the consumer without requiring specific and additional action by the consumer but

rather by using the information from the user's personal **computer** regarding the consumer's selection, **printing** and actual redemption of coupons, as well as responses to demographic queries posed to the users.

It is a further object of the present invention...

6/3,K/5 (Item 3 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00620748
PRINTED COUPONS WITH EMBEDDED DISCOUNTS FOR ONLINE PURCHASES
COUPONS IMPRIMES AVEC REMISES INCLUSES POUR ACHATS EN LIGNE
Patent Applicant/Assignee:
NEOMEDIA TECHNOLOGIES INC; Address - NEOMEDIA TECHNOLOGIES, INC., Suite 600, 2201 Second Street, Fort Myers, FL 33901, US
DURST Robert T Jr
HUNTER Kevin
Inventor(s):
NEOMEDIA TECHNOLOGIES INC; Address - NEOMEDIA TECHNOLOGIES, INC., Suite 600, 2201 Second Street, Fort Myers, FL 33901, US
DURST Robert T Jr
HUNTER Kevin
Patent and Priority Information (Country, Number, Date):
Patent: WO 9904326 A2 19990128
Application: WO 98US14540 19980714 (PCT/WO US9814540)
Priority Application: US 9752597 19970715; US 98967383 19980213
Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GE; GH; GM; HU; ID; IL; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; UZ; VN; YU; ZW; GH; GM; KE; LS; MW; SD; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG
Publication Language: English
Filing Language: English
Fulltext Word Count: 5041

Fulltext Availability:
Detailed Description

Detailed Discription
... of URLs.

Alternatively, use may be made of existing bar codes such as UPCs (Uniform Product Codes), that already exist on products as well as **printed** coupons. The UPC may be scanned, and an external look-up table or database may be accessed to determine the URL or IP address of the target vendor **computer** on the Internet. The URL is returned by the database to the user's **computer** , and is then used in the normal course of operation to access the appropriate **computer** . In addition, the two constituent portions of the UPC (the manufacturer code and the item code) may be used in the same fashion. That is, the user's **computer** may strip the manufacturer's code from the scanned UPC, and send it to the external database **computer** to look-up the appropriate URL for that coupon. The URL is returned to the user's **computer** , where it is then combined with the item code portion of the decoded UPC to generate a URL or http request accordingly. This is then sent to the appropriate vendor's **computer** and the online rransaction may proceed accordingly. For this embodiment, reference is made to published **PCT** patent application No. **PCT** /US96/10592 (**SYSTEM** FOR USING ARTICLE OF COMMERCE TO ACCESS REMOTE **COMPUTER**), which is incorporated by reference herein. In this embodiment, it is envisioned that the user can purchase a product such as a music CD, scan...

.:.CD, and be provided with a Web page that allows him to purchase another (maybe related) CD at a discount, if he consummates the purchase **online** . Thus, the **incentive** provided by the instant invention is realized by simply scanning the product itself rather than a separate coupon.

In yet another embodiment, the entry of...

6/3,K/6 (Item 4 from file: 349)
DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00534225
INCENTIVE BASED INFORMATION GENERATION SYSTEM
SYSTEME DE GENERATION D'INFORMATIONS D'INCITATION
Patent Applicant/Assignee:
WALDEN Michael W; Address - WALDEN, Michael, W., Apartment A, 2886 Westchester Pike, Broomall, PA 19008, US
Inventor(s):
WALDEN Michael W; Address - WALDEN, Michael, W., Apartment A, 2886 Westchester Pike, Broomall, PA 19008, US
Patent and Priority Information (Country, Number, Date):
Patent: WO 9735441 A2 19970925
Application: WO 97US4125 19970306 (PCT/WO US9704125)
Priority Application: US 9612955 19960306
Designated States: CA; JP; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE
Publication Language: English
Fulltext Word Count: 3191

Fulltext Availability:
Detailed Description
Detailed Discription
... acquisition of consumer preference, purchasing, profile and product improvement information.

BACKGROUND OF THE INVENTION
Presently the couponing industry uses as its operating vehicle a standard **printed** coupon or "chit," typically issued in a local newspaper, magazine, **direct** mail, and etc. The purpose of the coupon is to market a producers product to consumers . Some innovative coupon methods have included just repeating a...

...drawing a coupon freehand and offering it upon purchase. In the past few years, a few companies have been posting coupons on the on-line **computer** networks. Some examples on the World Wide Web are "TriMark of Hawaii, Inc." and a new service "**Coupons Online** ". Both services offer only a posting of various coupons that can be downloaded and **printed** for use in stores. The novel invention to be discussed provides a much more encompassing and captures much more, and more usable marketi-ng information...

6/3,K/7 (Item 5 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00523578
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK
DISPOSITIF ET PROCEDE DESTINES A FOURNIR DES INCITATIONS D'ACHAT ET UNE ASSISTANCE COMMERCIALE A DES CLIENTS PAR L'INTERMEDIAIRE D'UN RESEAU INFORMATIQUE
Patent Applicant/Assignee:
CATALINA MARKETING INTERNATIONAL INC
SCROGGIE Michael C

·KACABA Michael E
ROCHON David A
DIAMOND David M
Inventor(s):
SCROGGIE Michael C
KACABA Michael E
ROCHON David A
DIAMOND David M
Patent and Priority Information (Country, Number, Date):
Patent: WO 9723838 A1 19970703
Application: WO 96US20497 19961223 (PCT/WO US9620497)
Priority Application: US 959244 19951226; US 96622685 19960326
Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GE; HU; IL; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SG; SI; SK; TJ; TM; TR; TT; UA; UG; US; US; UZ; VN; KE; LS; MW; SD; SZ; UG; AM; AZ; BY; KG; KZ; TJ; TM; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; GN; ML; MR; NE; SN; TD; TG
Publication Language: English
Fulltext Word Count: 11500

Fulltext Availability:
Detailed Description

Detailed Discription
SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK
BACKGROUND OF THE INVENTION

This invention relates generally to **systems** for providing incentives to customers to shop in retail stores and, more particularly, to **systems** for delivering customer incentives and other shopping aids via a **computer** network. Various approaches have been widely used to deliver purchasing incentives, usually in the form of **printed** discount coupons, to customers of retail stores. Coupons have been distributed to customers by mail, either in a random manner or in a more demographically **focused** manner. Coupons have also been delivered to customers in retail stores, either from **kiosks** or at the check-out stand in response to the customer's purchase of some preselected item or items. The latter technique is well documented...

...Pat. No. 4,723,212, "Method and Apparatus for Dispensing Discount Coupons." In recent years, an increasing number of retail store customers also own personal **computers** and, of these, many have access to **computer** network services that provide connections to the Internet and the World Wide Web. Although some **computer** sites connected to the World Wide Web have begun to offer "online" shopping services, and some services have proposed to deliver discount coupons through a **computer** network, the full potential of **online** delivery of **incentives** has not been realized prior to the present invention.

SUMMARY OF THE INVENTION
The present invention resides in a system and method for the distribution ...in block 416, in the form of an Internet message, for retrieval when the customer next accesses the Web site or checks for electronic mail (**E** mail). The **incentive** message informs the customer that one or more specific offers are available and may be received

6/3,K/8 (Item 6 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00520648
HIDDEN DATA TRANSPORT ELECTRONIC COUPON SYSTEM
SYSTEME DE BONS ELECTRONIQUE AVEC TRANSPORT DE DONNEES CACHEES

Patent Applicant/Assignee:
SOLONA TECHNOLOGY DEVELOPMENT CORPORATION
LEE Chong U
MOALLEMI Kamran
WARREN Robert L
Inventor(s):
LEE Chong U
MOALLEMI Kamran
WARREN Robert L
Patent and Priority Information (Country, Number, Date):
Patent: WO 9721200 A2-A3 19970612
Application: WO 96US19370 19961206 (PCT/WO US9619370)
Priority Application: US 958369 19951208
Designated States: AL; AM; AT; AU; AZ; BB; BG; BR; BY; CA; CH; CN; CZ; DE; DK; EE; ES; FI; GB; GE; HU; IL; IS; JP; KP; KR; KZ; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; TJ; TM; TR; TT; UA; UG; US; UZ; VN; KE; LS; MW; SD; SZ; UG; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; SN; TD; TG
Publication Language: English
Fulltext Word Count: 7948

Fulltext Availability:
Detailed Description

Detailed Discription
... data, such as a manufacturer's serial number. For many applications, the consumer or listener has no direct use for the embedded information. However, the **electronic coupon** (EC) **system** of the present invention uses the HDT scheme to embed information into an audio program which is immediately useful to the consumer. In particular, the EC **system** can provide the equivalent information found in a conventional **printed** coupon along with additional features not available with conventional coupons.

FIGURE 1 illustrates a method for providing electronic coupons in accordance with the present invention...

6/3,K/9 (Item 7 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00504790
INTERACTIVE MARKETING NETWORK AND PROCESS USING ELECTRONIC CERTIFICATES
RESEAU DE MARKETING INTERACTIF ET PROCEDE D'UTILISATION DE CERTIFICATS ELECTRONIQUES
Patent Applicant/Assignee:
INTERACTIVE COUPON MARKETING GROUP INC
Inventor(s):
GOLDEN Steven M
LEVIN Hillel
ANDERSON Bradley A
GENTRY Gary D
BARBOUR James A
SCHORNBERG Albert
Patent and Priority Information (Country, Number, Date):
Patent: WO 9705555 A1 19970213
Application: WO 96US12181 19960725 (PCT/WO US9612181)
Priority Application: US 95507693 19950725
Designated States: AL; AM; AT; AU; AZ; BB; BG; BR; BY; CA; CH; CN; CZ; DE; DK; EE; ES; FI; GB; GE; HU; IS; JP; KE; KR; KZ; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; TM; TR; TT; UA; UG; UZ; VN; KE; LS; MW; SD; SZ; UG; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; AT; BE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; TG

Publication Language: English
Fulltext Word Count: 5819

Fulltext Availability:
Claims

Claim
... using the reservation service according to the present invention.

Detailed Description of the First Preferred Embodiment The present invention is directed to a data processing **system** and method for use in dispensing and using electronic certificates such as **coupons** over **online systems** . FIGURE 1 is an overview showing how the information and activities flow from creation of the electronic certificate to its selection and **printing** by the consumer, and its ultimate redemption. The process starts with the coupon issuer 1 who creates the coupon instructions (which will typically include the...base 2 can then display the active coupon files to the consumer, and make the designated amount available for downloading to the consumer's personal **computer** (**PC**) 3 or other input **device** . The consumer's **PC** 3 may download no more **electronic coupons** than the number specified in the coupon issuer 1 instructions.

Anytime before a coupon file's expiration date, the consumer may use one of two...

6/3,K/10 (Item 8 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00399169
METHOD AND APPARATUS FOR ELECTRONICALLY CLEARING AND PROCESSING BAR-CODED DISCOUNT COUPONS
PROCEDE ET APPAREIL DE VALIDATION ET DE TRAITEMENT DE BONS DE REDUCTION A CODES A BARRES
Patent Applicant/Assignee:
CATALINA ELECTRONIC CLEARING SERVICES INC
Inventor(s):
GRANGER Daniel D
MAXWELL Robert L
Patent and Priority Information (Country, Number, Date):
Patent: WO 9530199 A1 19951109
Application: WO 95US5243 19950426 (PCT/WO US9505243)
Priority Application: US 94234998 19940429
Designated States: AM; AT; AU; BB; BG; BR; BY; CA; CH; CN; CZ; DE; DK; EE; ES; FI; GB; GE; HU; JP; KE; KG; KP; KR; LR; LT; LU; LV; MD; MG; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SI; SK; TJ; TT; UA; UZ; VN; SD; SZ; UG; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; GN; ML; MR; NE; SN; TD; TG
Publication Language: English
Fulltext Word Count: 9398
Fulltext Availability:
Detailed Description

Detailed Discription
METHOD AND APPARATUS FOR ELECTRONICALLY
CLEARING AND PROCESSING BAR-CODED DISCOUNT COUPONS
BACKGROUND OF THE INVENTION

This invention relates generally to **systems** for processing bar-coded discount coupons of the type used to promote retail sales, such as in supermarkets. More particularly, the invention relates to **systems** for "clearing" such coupons, i.e., ensuring that each coupon collected by a retailer from a customer results in an agreed payment to the retailer...

...to another of a product that they have already purchased. Coupons may be distributed as "free standing inserts" (FS1s) with newspapers and magazines, or by **direct** mail. Coupons may also be distributed as store hand-outs, enclosed in product packaging, or **printed** at the cash register for immediate distribution to customerL All coupons have basically the same purpose: to provide a discount on a selected product or...

6/3,K/11 (Item 9 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00372758
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS ANTERIEURS D'UN CLIENT
Patent Applicant/Assignee:
CREDIT VERIFICATION CORPORATION
Inventor(s):
DEATON David W
GABRIEL Rodney G
Patent and Priority Information (Country, Number, Date):
Patent: WO 9503570 A2-A3 19950202
Application: WO 94US8221 19940721 (PCT/WO US9408221)
Priority Application: US 9396921 19930723; US 93141471 19931020
Designated States: AU; BB; BG; BR; BY; CA; CN; CZ; FI; GE; HU; JP; KE; KG; KP; KR; KZ; LK; LT; LV; MD; MG; MN; MW; PL; RO; RU; SD; SI; SK; TJ; TT; UA; UZ; VN; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; SN; TD; TG
Publication Language: English
Fulltext Word Count: 78937
Fulltext Availability:
Claims

Claim
... date became CASH ONLY long Nstatdate date became negative int hitcnt total bad checks against location long totamt. total bad dollars against location TKBLE 3 **SYSTEM** CONTROL FILE DESCRIPTION 0 Fd iel, Definition char locid **system** id KpdPortDef keypad keypad definition int port modem comm port value int baud max baud rate of installed modem char tone tone/pulse dial mode I long strttime **system** start time (machine turned on) N) long currtime current **system** time tD long timebomb timebomb date/time char errfile[FLNMSIZEI error filename char logfile[FLNMSIZE] screen log filename char password[LOCSIZE] **system** access password char privpass[LOCSIZE] privileged password (for tech) int timepass factor to change time password char flags **system** control flags char flags2 2nd set **system** control flags char CMS-flagsl future use CardLess flags char CMS-flags2 another set of CardLess flags char dayflag flag for day/second roll limits break value 1 for **POS** coupons long break2 break value 2 for **POS** coupons kD OP, long break3 break value 3 for **POS** coupons int cms latest CardLess version making contact int collect latest ColleCheck version making contact int cvs current CVS version long set - date date counters...
...C'' long amtC dollars Coupon "C" spent long caution number of Cautions long amt-caut dollars Cautions spent long positive number of Positives long amt-**pos** dollars Positives spent COUPON CONTROL DEFINITION char locid[101; /***system** A int flags; /*Bitwise flags for general coupon **system** int Issue; /*Bitwise flags for available check coupons Ln int cash; /*Bitwise flags for available cash coupons struct (char det; /* How do we determine secondary...

...for $ determination int CouponB; minimum for Coupon "B" Q int CouponC; minimum for Coupon "C" int CouponD; minimum for Coupon "D" int CouponE; minimum for **Coupon** "**E** " jPrimary; struct{ char det; /*How do we

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BRAUNSTEIN Mark
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BARNETT Craig W
BARNETT Karen R
BRAUNSTEIN Mark
Patent and Priority Information (Country, Number, Date):
Patent: WO 9952055 A1 19991014
Application: WO 98US6898 19980406 (PCT/WO US9806898)
Priority Application: WO 98US6898 19980406
Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GE; GH; GM; GW; HU; ID; IL; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; UZ; VN; YU; ZW; GH; GM; KE; LS; MW; SD; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; ML; MR; NE; SN; TD; TG
Main International Patent Class: G06F-017/60;
Publication Language: English
Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 10018

English Abstract
A method and system for electronic distribution of product redemption coupons (18) to computers (6) located at users' homes. A centrally located repository (2) stores coupon data for downloading to the computer (6). The user may view, select, sort and print desired coupons (18) from the data. User demographic as well as coupon selection data is returned to the repository (2), coupon distributor (16) and issuers (14) for marketing analysis. The repository (2) performs coupon processing on coupon data such as variation of discounts. The repository (2) determines frequency a particular coupon (18) was viewed. Upon presentation at a retail store (10), the discount is provided to the user. Upon redemption by the store (10), transaction data is supplied to the coupon issuers (14) and distributor for integration into marketing analysis. The electronic coupon system is secured by inclusion of user- specific identification indicia printed thereon.

French Abstract
L'invention concerne un procede et un systeme de distribution electronique de coupons (18) de remboursement de produit sur des ordinateurs (6) situes chez des utilisateurs. Un dispositif d'archivage central stocke des donnees de coupon de maniere a telecharger l'ordinateur (6). L'utilisateur peut visualiser, selectionner, trier et imprimer les coupons (18) desires a partir de ces donnees. L'etude quantitative des utilisateurs ainsi que les donnees de selection de coupon sont retournees au dispositif d'archivage (2), au distributeur de coupon (16) et aux emetteurs (14) afin d'effectuer une analyse marketing. Le dispositif d'archivage (2) execute le traitement de coupon sur des donnees de coupon telles que la variation des remises. Le dispositif d'archivage (2) determine la frequence a laquelle un coupon (18) particulier a ete visualise. Lors de la presentation du coupon dans un magasin de detail (10), la remise est effectuee a l'utilisateur. Lors du remboursement par le magasin, des donnees de transaction sont fournies aux emetteurs (14) de coupons et aux distributeurs afin d'etre integrees dans l'analyse marketing. Le systeme de coupon electronique est garanti par l'inclusion d'indices d'identification specifiques a l'utilisateur, imprimes sur ledit coupon.

6/5/6 (Item 4 from file: 349)

electronic coupon is to be redeemed by the user by sliding VWAO 93/23955 **PCr** /US93/04428 his or her card through a Q-Card Tm reader at the cash register, with the amount automatically being deducted from the products being rung up by the cashiez4 it is still a convenience to the customer for the store to provide an **electronic coupon** convenience desk at a readily accessible location near the entrance to the store, so that the user can wipe the card through the slot of the reader and obtain valuable information as to the availability of the product and its location in the store. The two **systems** can operate totally compatible with one another or independently. In either case, the entire process through checkout is much more streamlined over the clumsy, complex...

6/3,K/13 (Item 11 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00301747
ELECTRONIC WALLET
PORTEFEUILLE ELECTRONIQUE
Patent Applicant/Assignee:
MOTOROLA INC
Inventor(s):
GUTMAN Jose
WRIGHT Jim
FINKELSTEIN Louis D
PUHL Larry
Patent and Priority Information (Country, Number, Date):
Patent: WO 9211598 A1 19920709
Application: WO 91US7410 19911007 (PCT/WO US9107410)
Priority Application: US 90632714 19901224
Designated States: AT; BE; CA; CH; DE; DK; ES; FR; GB; GR; IT; JP; KR; LU; NL; SE
Publication Language: English
Fulltext Word Count: 10647

Fulltext Availability:
Detailed Description

Detailed Discription
... appear very attractive, it is expected that some financial transactions may nonetheless require a paper check or voucher 120 O.e, a paper trail). By **printing** a check 120 **directly** from the electronic wallet 100, a user of the **device** may be capable of reducing the amount of manual entry and tabulation normally required wiUK conventional checkbooks.

Consequently, the possibility for entry errors are substantially...

6/3,K/14 (Item 12 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00280237
A COMPUTERIZED MERCHANDISING SYSTEM
SYSTEME DE DISTRIBUTION INFORMATISE
Patent Applicant/Assignee:
ES-TECH INTERNATIONAL INC
Inventor(s):
SCHULZE Everett E Jr
Patent and Priority Information (Country, Number, Date):
Patent: WO 9110216 A1 19910711
Application: WO 91US46 19910102 (PCT/WO US9100046)
Priority Application: US 90462394 19900105
Designated States: AT; AU; BE; CA; CH; DE; DK; ES; FR; GB; GR; IT; JP; KR;

determine avq 1 = Weighted avg based on "n" trips 3 = Weighted avg within last "n" days 4 = Mean...Date counters were set to zero long to - date; /*Ending date for this set of counters Q long hits [15]; /*Counters from Coupon "Al" to **Coupon** "**E** " long amts [151; Vand Ctn's, **Pos** 's, and No $ */)counters[31; /* 3 sets of cntrs; 2 for me Q struct{ long set-date; /* Start date for coupon Tracking long to-date...

...this coupon long enddate; A Exact end date for issuing coupon long issuelim; /* If applicable, limits number to issue long issued; /* Number of this coupon **printed** long redeemed; /* Number of this coupon redeemed long ebegin; /* Exact begin good for coupon */ long dbegin; A Delta from today begin for coupon long eend...

...next serial number int i - serial; A Tie to same coupons Icontrol; struct { int flags; /* Line flags char data[801; A Data for this line) **print** ; struct int flags; /* Line flags char HRI; A Human readable interface positioning char height; /* Height of bar code in dots char **system** ; A Select bar code **system** char data[401; /*Bar code data V lbarcode; Irec;

. I r $
TABLE 4
FUNCTION CODE SPECIFICATION 0
Function: F1
Description: Query ID, displaying current data...

6/3,K/12 (Item 10 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00336784
ELECTRONIC REDEEMABLE COUPON SYSTEM
SYSTEME ELECTRONIQUE DE PRODUCTION DE BONS REMBOURSABLES
Patent Applicant/Assignee:
HOLMAN Michael J
Inventor(s):
HOLMAN Michael J
Patent and Priority Information (Country, Number, Date):
Patent: WO 9323955 A1 19931125
Application: WO 93US4428 19930511 (PCT/WO US9304428)
Priority Application: US 92882214 19920512; US 92887450 19920521; US 92932799 19920820
Designated States: CA; JP; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE
Publication Language: English
Fulltext Word Count: 18427

Fulltext Availability:
Detailed Description

Detailed Discription
... illustrates possible interconnections of the home unit as it would be connected, depending upon desire of the user, with a cable box,, VCR, television monitor, **printer** , and remote control **device** ; FIGURE 3 is a block diagram of the internal functions of the home unit; FIGURE 4 is a more detailed block diagram of the control...

...days" interval timer of Figure 6; FIGURE 8 is one arrangement of the apparatus in a redemption center for receiving and manipulating data from redeemed **electronic** **coupon** data string; FIGURE 9 illustrates a basic arrangement for crediting **electronic** **coupon** discounts **directly** on the sales slip of a cash register at a redemption center; FIGURE 10 illustrates the interconnections of the home subsystem unit aas it would ...without having to print a paper coupon to be read by an. optical scanner which would slow down the checkout process. However; even if the

LU; NL; NO; SE
Publication Language: English
Fulltext Word Count: 12883

Fulltext Availability:
Detailed Description

Detailed Discription
... checkout. Another aspect of the invention is aid in product: recall. With the UPC/coupon scanner linkup, a recall warning can be programmed into the **system** of this invention ...if a coupon/UPC code mismatch occurred, to alert the checker and consumer to pull the product. Another important aspect of this invention is the "**Target** Approach." That is, the coupon vending recycling machine **prints** on board locally **tailored** coupons; or generic (national distribution) coupons. It is **directly** linked (through the on board **computer**) or indirectly linked (through the pod or pod central **computers**) with the scanners in the retail establishment adjacent the site of the recycling machine (its host retailers). The scanner data analysis can identify not only...

...coupons from the hosted recycling machine (the bullseye), but also from other outlying recycling machines, (first ring), other local media coupons (store IND 91/10216 **PCr** /IUS91/00046 flyers, local papers), the second ring, and finally more outlying sources (national. magazines) , third ring(s) .

Ring data is extremely valuable information for...on the coupon to be read by the bar code reader or scanner 40. At this time, the redeemed coupon is cancelled (e.g., or **printed** or punched) and effectively removed from the **system** 10 so that it cannot be properly redeemed again since, if it is read by the; scanner 40 again, an indication will be provided that...

...valid and should not be redeemed. The cancelled coupon can then be destroyed, or otherwise properly disposed of, by the grocery store or by a **system** user or employee. Data from the product bar code scanner can also be collected at this time and misredemptions prevented.

The scanned data from the...
?

6/5/1 (Item 1 from file: 348)
DIALOG(R)File 348:European Patents
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01069095
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Electronic wallet
Elektronische Geldborse
Portefeuille electronique
PATENT ASSIGNEE:
MOTOROLA, INC., (205770), 1303 East Algonquin Road, Schaumburg, IL 60196, (US), (Applicant designated States: all)
INVENTOR:
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Finkelstein, Louis, 1698 W Ottowa Ct., Wheeling, IL 600690, (US)
Puhl, Larry, 1231 Fawn Hollow, West Dundee, Il.60118, (US)
LEGAL REPRESENTATIVE:
Morgan, Marc et al (74603), Motorola European Intellectual Property Operations, Midpoint, Alencon Link, Basingstoke, Hampshire RG21 7PL, (GB)
PATENT (CC, No, Kind, Date): EP 940760 A1 990908 (Basic)
APPLICATION (CC, No, Date): EP 99110343 911007;
PRIORITY (CC, No, Date): US 632714 901214
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IT; LI; LU; NL; SE
RELATED PARENT NUMBER(S) - PN (AN):
EP 564469 (EP 91920125)
INTERNATIONAL PATENT CLASS: G06F-015/16; G06K-001/14; G06F-015/02; G07F-007/10

ABSTRACT EP 940760 A1
An electronic wallet (100) is capable of storing at least one of a financial information and a balance. Additionally, the electronic wallet (100) is capable of selective call receiving (200) a wireless message including financial information relating to a balance and updating the balance in response to the wireless message.
ABSTRACT WORD COUNT: 51
NOTE:
Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):
Examination: 000503 A1 Date of request for examination: 20000308
Change: 20000209 A1 Inventor information changed: 19991217
Application: 990908 A1 Published application with search report
LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9936	866
SPEC A	(English)	9936	9028
Total word count - document A			9894
Total word count - document B			0
Total word count - documents A + B			9894

6/5/4 (Item 2 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00668460
METHOD AND SYSTEM FOR ELECTRONIC DISTRIBUTION OF PRODUCT REDEMPTION COUPONS
PROCEDES ET SYSTEME DE DISTRIBUTION ELECTRONIQUE DE COUPONS DE REMBOURSEMENT DE PRODUIT
Patent Applicant/Assignee:
NETVALUE INC; Address - NETVALUE, INC. , 1960 Bronson Road, Fairfield, CT 06430 , US
BARNETT Craig W

DIALOG(R)File 349:PCT Fulltext
(c) 2000 WIPO/MicroPatent. All rts. reserv.

00534225

INCENTIVE BASED INFORMATION GENERATION SYSTEM
SYSTEME DE GENERATION D'INFORMATIONS D'INCITATION

Patent Applicant/Assignee:
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Inventor(s):
WALDEN Michael W; Address - WALDEN, Michael, W., Apartment A, 2886 Westchester Pike, Broomall, PA 19008, US

Patent and Priority Information (Country, Number, Date):
Patent: WO 9735441 A2 19970925
Application: WO 97US4125 19970306 (PCT/WO US9704125)
Priority Application: US 9612955 19960306
Designated States: CA; JP; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE
Main International Patent Class: H04Q-000/;
Publication Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 3191

English Abstract
A distribution and acquisiton system is disclosed for providing incentive information via a medium. The system includes a receiver for accessing the incentive information on the medium and a processor for selecting and releasing portions of the incentive information upon the occurrence of the event that determinants, present in the processor, are addressed. The processor selects portions of the incentive information in response to the addressing of determinant. An input device, connected to the processor, is used for inputting response information necessary to address the determinants. The input device is also used for inputting selection information into the processor. An output device is connected to the processor for generating an output corresponding to the portions of the incentive information selected by the processor. In one embodiment a transmitter, such as a radio transmitter, is connected to a network and is used to receive the incentive information. In another embodiment, a second processor is located remote from the first processor but connected in some fashion. In such an embodiment, the second processor receives the response information and generates a structured output reflective of the response information. It is especially preferred for the present invention to provide an output, such as a coupon, which is redeemable for some benefit.

French Abstract
Cette invention se rapporte a un systeme de distribution et d'acquisition qui sert a fournir des informations d'incitation par l'intermediaire d'un support. Ce systeme comprend un recepteur pour acceder aux informations d'incitation sur le support et un processeur pour selectionner et diffuser des parties des informations d'incitation lorsque se produit un evenement defini au cours duquel des determinants, presents dans le processeur, sont adresses. Le processeur selectionne des parties des inforamtions d'incitation en reponse a l'adressage du determinant. Un dispositif d'entree, connecte au processeur, est utilise pour entrer les informations de reponse necessaires pour adresser les determinants. Ce dispositifs d'entree est egalement utilise pour entrer les informations de selection dans le processeur. Un dispositif de sortie est connecte au processeur pour generer une sortie correspondant aux parties des informations d'incitation selectionnees par le processeur. Dans un premier mode de realisation, un emetteur, tel qu'un emetteur radio est connecte a un reseau et sert a recevoir les informations d'incitation. Dans un deuxieme mode de realisation, un second processeur est situe a distance du premier processeur tout en etant connecte a lui d'une

certaine facon. Dans ce mode de realisation, le second processeur recoit les informations de reponse et genere une sortie structuree qui reflete les inforamtions de reponse. Il est en particulier prefere dans cette invention que la sortie fournie soit un bon, que l'on peut echanger contre un avantage quelquonque.

>>>Item 20 is not within valid item range for file 349

?t/5/7,12

6/5/7 (Item 5 from file: 349)

DIALOG(R)File 349:PCT Fulltext

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00523578

SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK

DISPOSITIF ET PROCEDE DESTINES A FOURNIR DES INCITATIONS D'ACHAT ET UNE ASSISTANCE COMMERCIALE A DES CLIENTS PAR L'INTERMEDIAIRE D'UN RESEAU INFORMATIQUE

Patent Applicant/Assignee:
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Patent and Priority Information (Country, Number, Date):
Patent: WO 9723838 A1 19970703
Application: WO 96US20497 19961223 (PCT/WO US9620497)
Priority Application: US 959244 19951226; US 96622685 19960326

Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GE; HU; IL; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SG; SI; SK; TJ; TM; TR; TT; UA; UG; US; US; UZ; VN; KE; LS; MW; SD; SZ; UG; AM; AZ; BY; KG; KZ; TJ; TM; AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; GN; ML; MR; NE; SN; TD; TG

Main International Patent Class: G06F-017/60;

Publication Language: English

Fulltext Availability:
Detailed Description
Claims

Fulltext Word Count: 11500

English Abstract

A system and method for delivering purchasing incentives and a variety of other retail shopping aids through a computer network, such as by E-mail over the Interne or the World Wide Web. Customers (10) of retail stores can establish a bi-directional communication link with the system, log in (16) to the system, and then elect to browse among available purchasing incentive offers (18, 22), or elect to explore other shopping aids, such as a shopping list generator (26), a recipe center (30), or simply elect to claim a product rebate or to receive product information. The system merges customer-supplied information (270) with other purchase incentive data (272) and creates a printable graphical image of the purchasing incentive (282) for transmission to the customer. In an alternate embodiment of the invention, the purchase incentive is not transmitted directly to the customer. Instead, the terms of the incentive are transmitted electronically to the retail store (310) designated by the customer, who receives either a token (316) to present at the store or an advisory message. In yet another embodiment of the invention, incentives may be targeted to specific consumers based on a consumer purchase history (502), and transmitted to consumers' computers (510) using electronic mail addresses stored in a consumer database (506), or using a

"personal page" in the computer network, established for each consenting consumer.

French Abstract
Systeme et procede permettant de fournir des incitations a l'achat et toute une serie d'autres types d'assistance commerciale d'achats au detail par l'intermediaire d'un reseau informatique, par exemple par l'intermediaire du courrier electronique sur Internet ou sur le reseau WWW. Des clients (10) de magasins de vente au detail peuvent etablir une communication bidirectionnelle avec ledit systeme, executer la procedure d'entree (16) dans le systeme et ensuite choisir de parcourir des offres (18, 22) d'incitation a l'achat disponibles ou choisir d'explorer d'autres types d'assistance commerciale, tels qu'un generateur (26) de liste d'achats, un centre (30) de recettes, ou simplement choisir de reclamer un rabais sur un produit ou de recevoir des informations sur un produit. Ledit systeme fusionne des informations (270) fournies par le client avec d'autres donnees (272) d'incitation a l'achat et cree une image graphique pouvant etre imprimee de l'incitation a l'achat (282) a transmettre au client. Dans un autre mode de realisation de la presente invention, l'incitation a l'achat n'est pas transmise directement au client. Au lieu de cela, les termes de l'incitation sont transmises electroniquement au magasin de detail (310) designe par le client, qui recoit soit un jeton (316) a presenter au magasin, soit un message de conseil. Dans un autre mode de realisation encore, des incitations peuvent etre ciblees sur des consommateurs specifiques sur la base de l'historique (502) d'achat d'un consommateur, et transmises a des ordinateurs (510) de consommateurs a l'aide d'adresses de courrier electronique stockees dans une base de donnees (506) de consommateur, ou a l'aide d'une "page personnelle" du reseau informatique, etablie pour chaque consommateur qui y consent.

6/5/12 (Item 10 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00336784
ELECTRONIC REDEEMABLE COUPON SYSTEM
SYSTEME ELECTRONIQUE DE PRODUCTION DE BONS REMBOURSABLES
Patent Applicant/Assignee:
HOLMAN Michael J
Inventor(s):
HOLMAN Michael J
Patent and Priority Information (Country, Number, Date):
Patent: WO 9323955 A1 19931125
Application: WO 93US4428 19930511 (PCT/WO US9304428)
Priority Application: US 92882214 19920512; US 92887450 19920521; US 92932799 19920820
Designated States: CA; JP; AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE
Main International Patent Class: H04N-007/08;
Publication Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 18427
English Abstract
An electronic redeemable coupon generating system includes: an encoder for encoding coupon-related data in a television signal transmission, the transmission including picture information for display on a television monitor screen; a decoder (1) for receiving the television signal transmission and extracting the coupon-related data therefrom; and a recording device (41) for the coupon-related data therefrom; and a recording medium for subsequent readout and redemption. In a preferred embodiment of the invention, the decoder includes a display driver (39) for displaying indicia (8) on a television monitor screen responsive to

coupon-related data being encoded in the television signal transmission. Upon observing the indicia on the television monitor screen, the user can manually and selectively extract the coupon- related data from the television signal transmission. After an optical editing function, the extracted coupon-related data is stored on a recording medium such as a magnetically striped card. The decoder may be part of the standard circuitry of a closed-caption adapted or modified television set. Provisions are made for electronically entering paper coupon information into the system.

French Abstract

L'invention concerne un systeme electronique de production de bons remboursables qui comprend: un codeur qui code les donnees relatives au bon dans une emission de signaux de television, ladite emission contenant des informations d'image destinees a etre visualisees sur un ecran de television; un decodeur (1) qui recoit l'emission de signaux de television et en extrait les donnees relatives au bon; un dispositif d'enregistrement (41) pour les donnees se rapportant au bon et un moyen d'enregistrement permettant ensuite l'acquisition de donnees et le remboursement. Dans un mode prefere de realisation, le decodeur comprend une commande d'affichage (39) qui affiche des symboles (8) sur un ecran de television en reponse aux donnees relatives au bon en cours de codage dans l'emission de signaux de television. Selon les symboles apparaissant sur l'ecran de television, l'utilisateur peut extraire manuellement de maniere selective les donnees relatives au bon de l'emission de signaux de television. Apres une fonction d'edition optique, les donnees extraites relatives au bon sont stockees sur un support d'enregistrement tel qu'une carte a pistes magnetiques. Le decodeur peut faire partie du circuit standard d'un televiseur adapte ou decodage de sous-titrages codes ou modifies en consequence. Il est egalement possible d'entrer electroniquement dans le systeme des informations relatives a des bons en papier.

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13/TI/1 (Item 1 from file: 348)
DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Video enabled answering machine
Bildanrufbeantworter
Repondeur videotelephonique

13/TI/2 (Item 2 from file: 348)
DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Digital coupons for pay television
Digitale Gutscheine fur Bezahlfernsehen
Coupons numeriques pour la television a peage

13/TI/3 (Item 3 from file: 348)
DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Interactive multimedia advertising and electronic commerce on a hypertext network
Interaktive Multimedia-Werbung und elektronischer Handel in einem Hypertextnetz
Publicite interactive multimedia et commerce electronique sur un reseau hypertexte

13/TI/4 (Item 4 from file: 348)
DIALOG(R)File 348:(c) 2000 European Patent Office. All rts. reserv.

ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Coupon information system.
Couponinformationssystem.
Systeme d'information pour coupons.

13/TI/5 (Item 1 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

AUTHENTICATED ELECTRONIC COUPON ISSUING AND REDEMPTION
EMISSION ET RACHAT DE COUPON ELECTRONIQUE AUTHENTIFIE

13/TI/6 (Item 2 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

METHOD AND SYSTEM FOR DELIVERING AND REDEEMING DYNAMICALLY AND ADAPTIVELY CHARACTERIZED PROMOTIONAL INCENTIVES ON A COMPUTER NETWORK
PROCEDE ET SYSTEME PERMETTANT DE DISTRIBUER ET D'ECHANGER DES INCITATIONS PROMOTIONNELLES CARACTERISEES DE MANIERE DYNAMIQUE ET ADAPTATIVE SUR UN RESEAU

13/TI/7 (Item 3 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

MATCH-CODE-RESPONSIVE SELECTING/CAPTURING OF POS WHOLE- TRANSACTIONS-DATA
SELECTION/COLLECTE DE DONNEES DE TRANSACTIONS COMPLETES AUX POINTS DE VENTES (POS), SENSIBLES AUX CODES MATCH

13/TI/8 (Item 4 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

CUSTOM COUPON PROCESS
PROCEDE RELATIFS A DES BONS DE REDUCTION SUR MESURE

13/TI/9 (Item 5 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

WIRELESS SALES PROMOTION SYSTEM
SYSTEME SANS FIL DE PROMOTION DES VENTES

13/TI/10 (Item 6 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

METHOD FOR ELECTRONIC DISTRIBUTION AND REDEMPTION OF COUPONS ON THE WORLD WIDE WEB
PROCEDE DE DISTRIBUTION ET D'ECHANGE ELECTRONIQUE DE BONS SUR LE WORLD WIDE WEB

13/TI/11 (Item 7 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

RECYCLING MACHINE WITH CONTAINER COMPACTING SYSTEM
MACHINE A RECYCLER DOTEE D'UN SYSTEME DE COMPACTAGE DE RECIPIENTS

13/TI/12 (Item 8 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

BROADCAST DATA DISTRIBUTION SYSTEM WITH ASYMMETRIC UPLINK/DOWNLINK BANDWIDTHS
SYSTEME DE DISTRIBUTION DE DONNEES DE RADIODIFFUSION A LARGEURS DE BANDE DE LIAISONS MONTANTES/DESCENDANTES ASYMETRIQUES

13/TI/13 (Item 9 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

SYSTEM AND METHOD FOR MANAGING AND SERVING CONSUMER PRODUCT RELATED INFORMATION OVER THE INTERNET
SYSTEME ET PROCEDE PERMETTANT DE GERER ET DE TRANSMETTRE SUR INTERNET DES INFORMATIONS RELATIVES A DES PRODUITS DE CONSOMMATION

13/TI/14 (Item 10 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

METHOD AND APPARATUS FOR COUPON MANAGEMENT AND REDEMPTION
PROCEDE ET APPAREIL DE GESTION ET D'ECHANGE DE COUPONS

13/TI/15 (Item 11 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

CONTROLLED TRANSFER OF INFORMATION IN COMPUTER NETWORKS
TRANSFERT DIRIGE D'INFORMATION DANS DES RESEAUX INFORMATIQUES

13/TI/16 (Item 12 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

POINT-OF-SALE DISCOUNTING AND PROMOTION ANALYSIS SYSTEM AND METHOD
SYSTEME ET PROCEDE D'ANALYSE DES PROMOTIONS ET DES VENTES AU RABAIS SUR LE LIEU D'ACHAT

13/TI/17 (Item 13 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

DATA BROADCAST SYSTEM WITH MULTIPLETUNER RECEIVER
SYSTEME DE DIFFUSION DE DONNEES UTILISANT UN RECEPTEUR A SYNTONISEURS MULTIPLES

13/TI/18 (Item 14 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

METHOD FOR TRADING CUSTOMER ATTENTION FOR ADVERTISEMENT
METHODE DE NEGOCIATION DE L'ATTENTION DE CONSOMMATEURS POUR UNE PUBLICITE

13/TI/19 (Item 15 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

BROADCAST SYSTEM TRANSMITTING SUPPLEMENTARY DATA WITH THE BROADCAST PROGRAM
SYSTEME DE RADIODIFFUSION TRANSMETTANT DES DONNEES SUPPLEMENTAIRES AVEC LE PROGRAMME DIFFUSE

13/TI/20 (Item 16 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

PAPERLESS COUPON REDEMPTION SYSTEM AND METHOD THEREOF
SYSTEME DE REMBOURSEMENT DE COUPONS AUTOMATISE ET PROCEDE ASSOCIE

13/TI/21 (Item 17 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

INTERACTIVE MULTIMEDIA COMMUNICATIONS SYSTEM WHICH ACCESSES INDUSTRY-SPECIFIC INFORMATION
SYSTEME DE COMMUNICATION MULTIMEDIA INTERACTIF DONNANT ACCES A DES INFORMATIONS DE BRANCHES D'ACTIVITE SPECIFIQUES

13/TI/22 (Item 18 from file: 349)
DIALOG(R)File 349:(c) 2000 WIPO/MicroPatent. All rts. reserv.

DECORATIVE GLASS
VERRE DECORATIF
?

13/5/2 (Item 2 from file: 348)
DIALOG(R)File 348:European Patents
(c) 2000 European Patent Office. All rts. reserv.

00983310
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Digital coupons for pay television
Digitale Gutscheine fur Bezahlfernsehen
Coupons numeriques pour la television a peage
PATENT ASSIGNEE:
General Instrument Corporation, (1403172), 101 Tournament Drive, Horsham, Pennsylvania 19044, (US), (Applicant designated States: all)
INVENTOR:
Candelore, Brant, 2244 Felspar Street, San Diego, California 92109, (US)
LEGAL REPRESENTATIVE:
Hoeger, Stellrecht & Partner (100381), Uhlandstrasse 14 c, 70182 Stuttgart, (DE)
PATENT (CC, No, Kind, Date): EP 891084 A2 990113 (Basic)
EP 891084 A3 991020
APPLICATION (CC, No, Date): EP 98111861 980626;
PRIORITY (CC, No, Date): US 890066 970709
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: H04N-007/16

ABSTRACT EP 891084 A2
Digital coupons are selectively transmitted in a communication network to subscriber terminals for promotional purposes. Subscribers automatically receive coupon credits when they meet the preconditions of the digital coupons. Free or reduced price pay-per-view (PPV) programming in particular may be provided when a subscriber purchases a given number of PPV programs at a regular price. The terminals maintain a running balance of available coupon credits and inform the subscriber via a user interface of the available balance. Subscribers can be rewarded for viewing commercial messages by awarding coupons which can be immediately redeemed for PPV programs. With an optional report back capability, terminal usage pattern data can be retrieved and analyzed by program service providers to determine the effectiveness of the promotions and to gather additional demographic and individual data. The integrity of the scheme is assured with encryption techniques.
ABSTRACT WORD COUNT: 141
NOTE:
Figure number on first page: 1

LEGAL STATUS (Type, Pub Date, Kind, Text):

Examination:	000614 A2	Date of request for examination: 20000418
Application:	990113 A2	Published application (Alwith Search Report ;A2without Search Report)
Search Report:	991020 A3	Separate publication of the search report
Change:	991027 A2	International Patent Classification changed: 19990903

LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9902	1550
SPEC A	(English)	9902	9090
Total word count - document A			10640
Total word count - document B			0
Total word count - documents A + B			10640

13/5/4 (Item 4 from file: 348)
DIALOG(R)File 348:European Patents
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00628409
ORDER fax of complete patent from Dialog SourceOne. See HELP ORDER 348
Coupon information system.
Couponinformationssystem.
Systeme d'information pour coupons.
PATENT ASSIGNEE:
LASER DATA TECHNOLOGY, Inc., (1277671), 9375 Dielman Industrial Court, St. Louis, Missouri 63132, (US), (applicant designated states: DE;FR;GB)
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Missler, Leonard R., 9375 Dielman Industrial Court, St. Louis, Missouri 63132, (US)
LEGAL REPRESENTATIVE:
W.P. THOMPSON & CO. (101052), Celcon House 289-293 High Holborn, London WC1V 7HU, (GB)
PATENT (CC, No, Kind, Date): EP 612019 A2 940824 (Basic)
EP 612019 A3 950503
APPLICATION (CC, No, Date): EP 94301081 940215;
PRIORITY (CC, No, Date): US 19139 930218
DESIGNATED STATES: DE; FR; GB
INTERNATIONAL PATENT CLASS: G06F-015/21; G06F-015/02;

ABSTRACT EP 612019 A2
A hand-held data processing device (20) for storing data in a compressed form is disclosed. The device includes a keyboard (24) for entering input data and a data compressor for compressing the input data. The stored compressed data is searched and retrieved as a function of the compressed input data. The retrieved data is expanded and displayed in an operator readable form. The device includes a hand-held housing for supporting its components. The stored compressed data may include service data identifying services and coupon data identifying discounts available for the services. The device relates the coupon data to the service data and includes a keyboard for inputting data identifying a desired service. The device retrieves and displays coupon data representing a discount available for the desired service. The device may be used in a system wherein a corresponding device is located at each of the services. The corresponding devices interface with the hand-held devices to discard coupon data when the coupon data is presented to receive the available discount. A data processing device for storing and retrieving coupon data as a function of service data without the use of data compression is also disclosed. (see image in original document)
ABSTRACT WORD COUNT: 201

LEGAL STATUS (Type, Pub Date, Kind, Text):

Application:	940824 A2	Published application (A1with Search Report ;A2without Search Report)
Change:	950405 A2	Representative (change)
*Assignee:	950405 A2	Applicant (transfer of rights) (change): Ultradata Systems, Incorporated (1277672) 9375 Dielman Industrial Court St. Louis Missouri 63132 (US) (applicant designated states: DE;FR;GB)
*Assignee:	950405 A2	Previous applicant in case of transfer of rights (change): LASER DATA TECHNOLOGY, Inc. (1277671) 9375 Dielman Industrial Court St. Louis, Missouri 63132 (US) (applicant designated states: DE;FR;GB)
Search Report:	950503 A3	Separate publication of the European or International search report
Examination:	950816 A2	Date of filing of request for examination: 950619
Withdrawal:	960221 A2	Date on which the European patent application

was withdrawn: 951227
LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF2	1318
SPEC A	(English)	EPABF2	7855
Total word count - document A			9173
Total word count - document B			0
Total word count - documents A + B			9173

13/5/6 (Item 2 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00663056
METHOD AND SYSTEM FOR DELIVERING AND REDEEMING DYNAMICALLY AND ADAPTIVELY CHARACTERIZED PROMOTIONAL INCENTIVES ON A COMPUTER NETWORK
PROCEDE ET SYSTEME PERMETTANT DE DISTRIBUER ET D'ECHANGER DES INCITATIONS PROMOTIONNELLES CARACTERISEES DE MANIERE DYNAMIQUE ET ADAPTATIVE SUR UN RESEAU
Patent Applicant/Assignee:
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BARTLETT Stephen W; Address - BARTLETT, Stephen, W. , 114 Cuesta Drive, Los Altos, CA 94022 , US
Patent and Priority Information (Country, Number, Date):
Patent: WO 9946708 A1 19990916
Application: WO 99US4970 19990305 (PCT/WO US9904970)
Priority Application: US 9877630 19980311
Designated States: AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CU; CZ; DE; DK; EE; ES; FI; GB; GD; GE; GH; GM; HR; HU; ID; IL; IN; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM; TR; TT; UA; UG; UZ; VN; YU; ZW; GH; GM; KE; LS; MW; SD; SL; SZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ; TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE; BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG
Main International Patent Class: G06F-017/60;
Publication Language: English
Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 40309

English Abstract
This invention relates to a system and method for defining, electronically distributing, dynamically displaying to a consumer, redeeming and clearing promotional incentives over a network. One or more parameters of the incentives may be dynamically determined by being dependent on one or more characteristics of the consumer including the location on the network where the incentive is being viewed.

French Abstract
L'invention concerne un systeme et un procede permettant de definir, de distribuer electroniquement, d'afficher dynamiquement a l'attention d'un consommateur, d'echanger et de compenser des incitations promotionnelles sur un reseau. Un ou plusieurs parametres associes a des promotions

peuvent etre determines dynamiquement en fonction d'une ou plusieurs caracteristiques du consommateur, notamment sa localisation sur le reseau ou la promotion est visualisee.

13/5/8 (Item 4 from file: 349)
DIALOG(R)File 349:PCT Fulltext
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00652397
CUSTOM COUPON PROCESS
PROCEDE RELATIFS A DES BONS DE REDUCTION SUR MESURE
Patent Applicant/Assignee:
CONSUMER NETWORKS INC; Address - CONSUMER NETWORKS INC., Suite C-233, 27660 Marguerite Parkway, Mission Viejo, CA 92692, US
LYONS Gerald Ray
SHIRLEY Terry Joe
CLARK James D
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LYONS Gerald Ray
SHIRLEY Terry Joe
CLARK James D
Patent and Priority Information (Country, Number, Date):
Patent: WO 9935551 A2 19990715
Application: WO 99US534 19990104 (PCT/WO US9900534)
Priority Application: US 982359 19980102
Designated States: CA; GB
Main International Patent Class: G06F-000/;
Publication Language: English
Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 6051

English Abstract
A unique process by which manufacturers and retailers are able to offer coupon savings utilizing the internet or direct mail to customize and deliver unique customer selected coupon savings. In a retailer application, the consumer selections are delivered in one of two manners. If the retailer uses a "frequent shopper card", which is customer specific, formatted data is collected, maintained and transmitted to the retailers' secure interface. The data is then transmitted to the appropriate retailers' point-of-sale system. The consumer selected discounts are deducted from the consumers grocery total after purchase verification and use of the "frequent shopper card". If a "frequent shopper card" is not used by the retailer, a database will collect the selection data, laser print the customer specific coupon selections, imprint each with the appropriate consumer identification and retailer logo, and direct mail the coupons to the consumer. In a completely non-internet application, consumer selections are made, scanned and recorded using a paper selection from delivered through the mail. Regardless of method, all consumer selection data is catalogued, maintained and managed by the database.

French Abstract
L'invention concerne un procede unique grace auquel les fabricants et les detaillants peuvent proposer des bons de reduction, sur le reseau Internet ou par courrier direct, et personnaliser et fournir des bons de reduction particuliers, choisis par les clients. Dans le domaine du commerce de detail, les selections du client sont imputees d'une ou de deux manieres. Si le detaillant utilise une "carte de bon client" specifique au client, des donnees formatees sont collectees, conservees et transmises a l'interface protegee du detaillant. Les donnees sont

ensuite transmises au systeme de terminaux de points de vente approprie du detaillant. Les reductions choisies par le consommateur sont deduites du montant total des achats du consommateur apres verification de l'achat et apres utilisation de la "carte de bon client". Si la "carte de bon client" n'est pas utilisee par le detaillant, une base de donnees collecte les donnees de selection, imprime au laser les selections des bons specifiques du client, imprime sur chaque bon l'identifiant du consommateur approprie et le logo du detaillant, et envoie directement par courrier les bons au consommateur. Dans une application integralement hors Internet, les selections du consommateurs sont effectuees, balayees et enregistrees au moyen d'un formulaire de selection papier envoye par courrier. Quel que soit le procede utilise, toutes les donnees de selection du consommateur sont cataloguees, conservees et gerees par la base de donnees.

13/5/10 (Item 6 from file: 349)

DIALOG(R)File 349:PCT Fulltext
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00646983

METHOD FOR ELECTRONIC DISTRIBUTION AND REDEMPTION OF COUPONS ON THE WORLD WIDE WEB

PROCEDE DE DISTRIBUTION ET D'ECHANGE ELECTRONIQUE DE BONS SUR LE WORLD WIDE WEB

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ALLARD David; Address - ALLARD, David , 3900 Greenfield Court, Boynton Beach, FL 33436 , US

Patent and Priority Information (Country, Number, Date):
Patent: WO 9930256 A1 19990617
Application: WO 98GB3702 19981210 (PCT/WO GB9803702)
Priority Application: US 97988644 19971211
Designated States: CN; CZ; HU; IL; JP; KR; PL; RU; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT; SE
Main International Patent Class: G06F-017/60;
Publication Language: English
Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 4571

English Abstract
A method and system for electronic distribution and redemption of coupons on a computer network. The method includes the steps of: providing an electronic coupon in the form of a machine readable computer file; permitting a user of a client machine (36) to receive the computer file via the computer network when the user accesses a selected coupon distribution web site (34); storing the computer file on the client machine; and authorizing a benefit when the computer file is received by a selected coupon redemption web site (38) via the computer network. The method can further include the steps of transmitting the computer file from the coupon redemption web site (38) to the centralized computer facility (28); and verifying the authenticity of the computer file prior to authorizing the benefit.

French Abstract
L'invention concerne un procede et un systeme de distribution et d'echange electronique de bons sur un reseau informatique. Le procede consiste a: proposer un bon electronique sous la forme d'un fichier informatique lisible electroniquement; a permettre a l'utilisateur d'un terminal client (36) de recevoir le fichier informatique via le reseau informatique lorsque l'utilisateur accede a un site Web (34) choisi de distribution de bons; a enregistrer le fichier informatique sur le terminal client; et a autoriser l'echange du bon contre un avantage lorsque le fichier informatique est recu par un site Web (38) choisi d'echange de bons via le reseau informatique. Le procede peut egalement comprendre les etapes suivantes: transmission du fichier informatique du site Web (38) d'echange de bons au systeme informatique central (28); et verification de l'authenticite du fichier informatique avant l'echange du bon contre un avantage.
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6/20/00
DIALOG

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File  77:Conference Papers Index 1973-2000/May
        (c) 2000 Cambridge Sci Abs
File  35:DISSERTATION ABSTRACTS ONLINE 1861-1999/DEC
        (c) 2000 UMI
File 583:Gale Group Globalbase(TM) 1986-2000/Jun 20
        (c) 2000 The Gale Group
File   2:INSPEC 1969-2000/May W2
        (c) 2000 Institution of Electrical Engineers
File  65:Inside Conferences 1993-2000/Jun W3
        (c) 2000 BLDSC all rts. reserv.
File 233:Internet & Personal Comp. Abs. 1981-2000/Jun
        (c) 2000 Info. Today Inc.
File  99:Wilson Appl. Sci & Tech Abs 1983-2000/May
        (c) 2000 The HW Wilson Co.
?ds

Set     Items   Description
S1         75   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(W)(COUPON???? OR INCENTIVE? ? OR -
               REBAT??? OR VOUCHER? ?)
S2        236   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
               REBAT??? OR VOUCHER? ?)
S3         41   S2(S)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR
               TAILOR??? OR PERSONALI???? OR MADE(W)TO(W)ORDER)
S4     167118   PRINT??? OR (HARD OR PAPER)(W)COP???
S5          7   S3(S)S4
S6         34   S3 NOT S5
S7         34   RD (unique items)
S8    2842047   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
               ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
               ??? OR SCAN???? OR PERUS???? OR RECEIV???
S9         13   S7(S)S8
S10        66   S2(S)S8
S11        53   S10 NOT S6
S12        53   S11 NOT S9
S13        50   S12 NOT S3
S14         2   S13(S)S4
S15         3   S13 AND S4
S16        16   S2(S)S4
S17        14   S16 NOT S15
S18        11   S17 NOT S10
S19        11   S18 NOT S6
?
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All Considered

5/9/3 (Item 3 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2000 The Gale Group. All rts. reserv.

06495782
PromodYs se lance dans le couponing Zlectronique
FRANCE: PROMODES' ELECTRONIC PROMOTION
LSA (LSA) 10 Jul 1997 p.11
Language: FRENCH

PromodYs is investing in **electronic couponning** . The group announced the purchase of **printers** from the Cataline Marketing company, which will be installed in 500 Champion supermarkets. **Electronic couponning** is a tool which makes it possible to distribute **targeted** reduction coupons and to set up virtual batches.

COMPANY: CATALINE MARKETING; PROMODES

PRODUCT: Food Retailing (5400); Computer Printers (3573PW);
EVENT: Marketing Procedures (24); Capital Expenditure (43); Use of Materials & Supplies (46); Contracts & Orders (61);
COUNTRY: France (4FRA);

5/9/6 (Item 1 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00600155 00EY04-004
On the cutting edge -- While e-coupons are gaining rapid redemption among today's consumers, many manufacturers are voicing concerns about...
Daily, Laura
eBay Magazine , April 1, 2000 , v2 n4 p52-55, 4 Page(s)
ISSN: 1524-7791
URL: http://www.valupage.com http://www.coolsavings.com http://www.valpak.com http://www.coupondirectory.com http://www.couponsurfer.com
Product Name: ValuPage; Coolsavings.com; Val-Pak Coupons; Internet Coupon Directory, The; CouponSurfer.com
Languages: English
Document Type: Articles, News & Columns
Geographic Location: United States
Discusses **online** grocery **coupons** , an option which has shown an upward trend recently. Points out it provides greater convenience for the consumer, and a benefit for companies attempting to build brand loyalty. Notes the consumer has the benefit of customization when ``clipping'' **coupons online** . However, complains the **Internet** 's **coupons** are lacking, as there are only a few services which offer **printable coupons** and their selection is often sparse. Lists five **online coupon** services: ValuPage, which provides a single-sheet list of product discounts based on area code; Coolsavings.com, which allows users to **print** only the coupons they want; Val-Pak **Coupons** , for **printable coupons** based on Zip code; The **Internet Coupon Directory** , for links to and information on coupons; and CouponSurfer.com, which e-mails promotions to users based on preferences. Includes one photo, one screen display, and two sidebars. (kgh)
Descriptors: Electronic Commerce; Online Information; Price; Retailing; Trends
Identifiers: ValuPage; Coolsavings.com; Val-Pak Coupons; Internet Coupon Directory, The; CouponSurfer.com
?

15/9/1 (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2000 The Gale Group. All rts. reserv.

06640423
Les coupons se mettent en ligne pour un dernier salut au papier
US: REDUCTION COUPONS ON INTERNET
CB News (YZN) 8 Jun 1998 p.61-62
Language: FRENCH

In the United States, SMO, a subsidiary of the Catalina company, has introduced reduction **coupons** on the **Internet** . People choose a store from a list of stores located nearest them, selected from 11 retail chains, and then find a list of 40 products from 20 manufacturers, and select the coupons they want and **print** them. They take these to the store checkout stand where they are converted into 'web bucks' - reductions to be used on the next purchases in this store. This system saves time for check out personnel, about 30 seconds per paper coupon. After their first connection, people **receive** a regular update by e-mail on promotions which are adapted to their previous purchases. Other techniques, such as remote loading of **Internet coupons** to a loyalty card, are already being studied. Computers with card **readers** are being installed, and the first machines will be available in the second half of 1998. In France, Casino has carried out three **electronic couponning** tests since the end of 1997. During a test carried out from 15 to 30 December 1997, 1,500 demands were registered for 560 coupons (several coupons came from the same household). Other retailers, such as PromodYs, are likely to soon follow suit.

PRODUCT: Food Retailing (5400);
COUNTRY: United States (1USA);

15/9/2 (Item 2 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
(c) 2000 The Gale Group. All rts. reserv.

06353511
Department stores on Internet
TAIWAN: INTERNET DEPARTMENT STORES
China Times (XKB) 18 Aug 1996 p.16
Language: CHINESE

Taiwan's Ming Yao department store has already been **accessed** on Internet. Users can see its promotion activities, services and company profile. The company also provides on-line purchase and there is no delivery charge. Customers can enjoy some low price products because the saving of labour cost. Far Eastern department store also a listed company provides financial report on Internet. Some department stores **display** discount coupons or free gift **vouchers** on **Internet** and users can **print** them out and use in the department stores. *

COMPANY: FAR EASTERN; MING YAO

PRODUCT: Department Stores (5311);
EVENT: Planning & Information (22);
COUNTRY: Taiwan (9TAI);
?

19/9/9 (Item 2 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00525822 99CW02-209
Coupon clipping hits the Web - big time -- Consumers register in droves to receive real-world discounts from national stores
Machlis, Sharon
Computerworld , February 15, 1999 , v33 n7 p44, 1 Page(s)
ISSN: 0010-4841
Languages: English
Document Type: Articles, News & Columns
Geographic Location: United States
Discusses the trend of clipping coupons on the Web. Says that recently, coolsavings.com and valu-page.com were two of Media Metrix Inc.'s 15 top shopping sites, garnering more than 1.8 million visitors. Explains that each site offers discounts on goods that are bought real world. Notes that Coolsavings Inc. chairman and CEO Steven Golden reports that the company now has more than 1.3 million registered households, and revenue has increased twelvefold in a year. Adds that it signed up about 60 national accounts, including H&R Block, Kmart Inc., and Kids R Us. Indicates that Supermarkets Online Inc., which runs two coupon sites, including Valu-page, reported 645,000 visitors during one recent week. Explains the Valupage site lets consumers **print** out a barcoded shopping list good for discounts at 9,000 participating supermarkets. Observes **Internet coupon** delivery costs are cheaper. Includes one photo. (MAP)
Descriptors: Web Sites; Food; Retailing; Consumer Information; Electronic Shopping; Electronic Commerce

19/9/10 (Item 3 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00501537 98CW07-002
Web coupons clipping costs for big retailers
Machlis, Sharon
Computerworld , July 6, 1998 , v32 n27 p1, 79, 2 Page(s)
ISSN: 0010-4841
Languages: English
Document Type: Articles, News & Columns
Geographic Location: United States
Reports that some businesses are getting involved in offering **coupons online** for **online** purchases, and for **printing** out and taking to a store. States that benefits to providing **online coupons** include: the ability to compile intelligence; savings on the cost of **printing** ; savings on the cost of postage; savings on the cost of newspaper/magazine advertising; and potential (from early indicators) of high response rate. Notes that drawbacks include: fraud from coupon altering; failure to compete with the 55 million households that get Sunday newspapers; and privacy issues from the tracking of consumer information. Mentions Catalina Marketing Corp. of St. Petersburg, FL's Web site ValuPage Web; and the Interactive Coupon Network in Chicago, IL's Web page Cool Savings, which provide **online coupons** . (bjp)
Descriptors: Marketing; Business; Sales; Internet; Trends

19/9/11 (Item 4 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00331050 93MA11-004
PBs priced to move as Apple rolls out new rebate scheme
Hess, Robert
MacWEEK , November 1, 1993 , v7 n43 p1, 107, 2 Page(s)
ISSN: 0892-8118

Company Name: Apple Computer
Languages: English
Document Type: Feature Articles and News
Geographic Location: United States

Reports that Cupertino, CA-based Apple Computer Inc. will launch the Pays Now Rebate program, which offers **instant rebates** at point of sale ranging from $100 to $500. Says the program covers PowerBook models 145B, 165, 165c, 180, and 180c; PowerBook Duo 230, Duo Dock and Duo MiniDock; the Macintosh 16-inch color monitor; and the Apple Color **Printer** . Also says purchasers of the color monitor are entitled to $200 off, while color **printer** buyers get a discount of $300. Includes a table. (tbc)

Descriptors: Lap-sized Microcomputer; Price; Apple Computer Co.; Sales; Promotion; Strategy; Marketing

Identifiers: Apple Computer

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DIALOG
6/28/00

File 347:JAPIO Oct 1976-1999/Dec(UPDATED 000530)
(c) 2000 JPO & JAPIO
File 351:DERWENT WPI 1963-2000/UD=, UM=, & UP=200029
(c) 2000 Derwent Info Ltd
?ds

Set	Items	Description
S1	291	(ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINTABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR REBAT??? OR VOUCHER? ?)
S2	2242358	TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER
S3	7	S1(S)S2
S4	53	S1(S)(PRINT??? OR (HARD OR PAPER)(W)COP???)
S5	53	S4 NOT AY=1999:2000
S6	53	S5 NOT AD>=19990506
S7	5666081	COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S8	23	S6(S)S7

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All Considered

DIALOG
6/20/00

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File 278:Microcomputer Software Guide 2000/May
         (c) 2000 Reed Elsevier Inc.
File 634:San Jose Mercury  Jun 1985-2000/Jun 11
         (c) 2000 San Jose Mercury News
File 256:SoftBase:Reviews,Companies&Prods. 85-2000/May
         (c)2000 Info.Sources Inc
?ds

Set      Items   Description
S1         120   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
                 ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
                 REBAT??? OR VOUCHER? ?)
S2      310042   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
                 KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S3      563074   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
                 ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
                 ??? OR SCAN???? OR PERUS???? OR RECEIV???
S4       45230   PRINT??? OR (HARD OR PAPER)(W)COP???
S5           3   S1(S)S2(S)S3(S)S4
S6       18293   S2(3N)S3
S7           3   S1(S)S6
S8           3   S7 NOT S5
S9          39   S1(S)S2
S10         36   S9 NOT S5
S11         33   S10 NOT S8
S12         31   RD (unique items)
S13         22   S12 NOT PY=1999:2000
S14         37   S1(S)S3
S15         23   S14 NOT S10
S16         21   RD (unique items)
S17         12   S16 NOT PY=1999:2000
?
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All considered

6/20/00
DIALOG

File 473:Financial Times Abstracts 1998-2000/Jun 19
(c) 2000 The New York Times
File 474:New York Times Abs 1969-2000/Jun 19
(c) 2000 The New York Times
File 475:Wall Street Journal Abs 1973-2000/Jun 19
(c) 2000 The New York Times

?ds

Set	Items	Description
S1	47	(ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINTABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR REBAT??? OR VOUCHER? ?)
S2	11422	PRINT??? OR (HARD OR PAPER)(W)COP???
S3	242535	COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4	46	RD S1 (unique items)
S5	0	S1(S)S2
S6	23	S1(S)S3
S7	23	RD (unique items)
S8	249718	ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR RETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW???? OR SCAN???? OR PERUS???? OR RECEIV???
S9	0	S7(S)S8
S10	0	S7 NOT S4
S11	23	S4 NOT S7

?

All Considered

6/20/00
DIALOG

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File  77:Conference Paper Index 1973-2000/May
        (c) 2000 Cambridge Sci Abs
File  35:DISSERTATION ABSTRACTS ONLINE 1861-1999/DEC
        (c) 2000 UMI
File 583:Gale Group Globalbase(TM) 1986-2000/Jun 20
        (c) 2000 The Gale Group
File   2:INSPEC 1969-2000/May W2
        (c) 2000 Institution of Electrical Engineers
File  65:Inside Conferences 1993-2000/Jun W3
        (c) 2000 BLDSC all rts. reserv.
File 233:Internet & Personal Comp. Abs. 1981-2000/Jun
        (c) 2000 Info. Today Inc.
File  99:Wilson Appl. Sci & Tech Abs 1983-2000/May
        (c) 2000 The HW Wilson Co.
?ds

Set      Items   Description
S1          75   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(W)(COUPON???? OR INCENTIVE? ? OR -
               REBAT??? OR VOUCHER? ?)
S2         236   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
               REBAT??? OR VOUCHER? ?)
S3          41   S2(S)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR
               TAILOR??? OR PERSONALI???? OR MADE(W)TO(W)ORDER)
S4      167118   PRINT??? OR (HARD OR PAPER)(W)COP???
S5           7   S3(S)S4
S6          34   S3 NOT S5
S7          34   RD (unique items)
S8     2842047   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
               ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
               ??? OR SCAN???? OR PERUS???? OR RECEIV???
S9          13   S7(S)S8
S10         66   S2(S)S8
S11         53   S10 NOT S6
S12         53   S11 NOT S9
S13         50   S12 NOT S3
S14          2   S13(S)S4
S15          3   S13 AND S4
S16         16   S2(S)S4
S17         14   S16 NOT S15
S18         11   S17 NOT S10
S19         11   S18 NOT S6
?
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All Considered

6/20/00
DIALOG

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File  15:ABI/Inform(R) 197 2000/Jun 20
         (c) 2000 Bell & Howell
File 275:Gale Group Computer DB(TM) 1983-2000/Jun 20
         (c) 2000 The Gale Group
File  16:Gale Group PROMT(R) 1990-2000/Jun 20
         (c) 2000 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
         (c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2000/Jun 20
         (c)2000 The Gale Group
?ds

Set     Items   Description
S1       8393   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
            ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
            REBAT??? OR VOUCHER? ?)
S2    5903370   TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAIL-
            OR??? OR PERSONALI???? OR MADE(3W)ORDER
S3    7477545   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
             KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4    1174211   PRINT??? OR (HARD OR PAPER)(W)COP???
S5        107   S1(S)S2(S)S3(S)S4
S6        562   S1(3N)S2
S7         31   S6(S)S5
S8         14   RD (unique items)   All considered
S9       2375   COOLSAVINGS OR COOL(W)SAVINGS OR E(W)CENTIVES OR CYBERGOLD
            OR PLANET(W)U OR VALUEPASS OR COUPONS.COM OR NETCENTIVES OR I-
            NTERACTIVE(W)COUPON(W)NETWORK
S10      2375   Sort S9/ALL/PD,A
S11       500   S10 AND S1
S12       500   Sort S11/ALL/PD,A
S13       139   S6(S)S3
S14        64   S13 AND S4
S15        50   S14 NOT S8
S16        37   RD (unique items)
S17         8   S16 AND S9   All considered
S18       500   S1 AND S9
S19       116   S6 AND S9
S20        66   S19 AND S3
S21        38   S20 AND S4
S22        22   RD (unique items)
S23         9   S22 NOT PY=1999:2000
S24         9   S23 NOT S17
?
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All considered

6/20/00
DIALOG

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File   9:Business & Indu[redacted]y(R) Jul/1994-2000/Jun 20
         (c) 2000 Resp. D[redacted] Svcs.
File 623:Business Week 1985-2000/Jun W2
         (c) 2000 The McGraw-Hill Companies Inc
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 624:McGraw-Hill Publications 1985-2000/Jun 15
         (c) 2000 McGraw-Hill Co. Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 636:Gale Group Newsletter DB(TM) 1987-2000/Jun 20
         (c) 2000 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2000/Jun 20
         (c) 2000 The Gale Group
File  20:World Reporter 1997-2000/Jun 20
         (c) 2000 The Dialog Corporation plc
?ds

Set      Items   Description
S1        6374   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
             ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
             REBAT??? OR VOUCHER? ?)
S2         464   S1(3N)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? -
             OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER)
S3     5914598   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4      619813   PRINT??? OR (HARD OR PAPER)(W)COP???
S5     6469485   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
             ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
             ??? OR SCAN???? OR PERUS???? OR RECEIV???
S6      447020   S3(3N)S5
S7          17   S2(S)S6
S8          11   RD (unique items)
S9         110   S2(S)S3
S10         42   S9 AND S4
S11         30   RD (unique items)
S12         12   S11 NOT PY=1999:2000
S13         84   S2(S)S5
S14         33   S13 AND S4
S15         20   RD (unique items)
S16         14   S15 NOT S7
S17         10   S16 NOT S12
?
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All considered

6/20/00
DIALOG

File 348:European Patents 1978-2000/Jun W03
(c) 2000 European Patent Office
File 349:PCT Fulltext 1983-2000/UB=, UT=20000525
(c) 2000 WIPO/MicroPatent
?ds

Set	Items	Description
S1	320	(ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINTABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR REBAT??? OR VOUCHER? ?)
S2	87	S1(S)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER)
S3	125335	PRINT??? OR (HARD OR PAPER)(W)COP???
S4	1235857	COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S5	52	S1(S)S3(S)S4
S6	14	S2(S)S3(S)S4
S7	60	S2(S)S4
S8	815142	ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR RETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW??? OR SCAN???? OR PERUS???? OR RECEIV???
S9	40	S7(S)S8
S10	15	S9 NOT AD>=19970506
S11	15	S10 NOT AD>=19990506
S12	31	S9 NOT AD>=19990506
S13	22	S12 NOT S6

All Considered

6/20/00

DIALOG

File 348:European Patents 1[redacted]-2000/Jun W03
(c) 2000 European Patent Office
File 349:PCT Fulltext 1983-2000/UB=, UT=20000525
(c) 2000 WIPO/MicroPatent

?ds

Set	Items	Description
S1	320	(ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINTABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR REBAT??? OR VOUCHER? ?)
S2	87	S1(S)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER)
S3	125335	PRINT??? OR (HARD OR PAPER)(W)COP???
S4	1235857	COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S5	52	S1(S)S3(S)S4
S6	14	S2(S)S3(S)S4
S7	60	S2(S)S4
S8	815142	ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR RETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW??? OR SCAN???? OR PERUS???? OR RECEIV???
S9	40	S7(S)S8
S10	15	S9 NOT AD>=19970506
S11	15	S10 NOT AD>=19990506
S12	31	S9 NOT AD>=19990506
S13	22	S12 NOT S6

All Considered

DIALOG
6/20/00

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File 347 JAPIO Oct 1976-19[illegible]Dec(UPDATED 000530)
         (c) 2000 JPO & JAPIO
File 351 DERWENT WPI 1963-2000/UD=, UM=, & UP=200029
         (c) 2000 Derwent Info Ltd
?ds

Set     Items   Description
S1        291   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
              ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
              REBAT??? OR VOUCHER? ?)
S2    2242358   TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAIL-
              OR??? OR PERSONALI???? OR MADE(3W)ORDER
S3          7   S1(S)S2
S4         53   S1(S)(PRINT??? OR (HARD OR PAPER)(W)COP???)
S5         53   S4 NOT AY=1999:2000
S6         53   S5 NOT AD>=19990506
S7    5666081   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
             KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S8         23   S6(S)S7
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All Considered

DIALOG
6/20/00

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File 278:Microcomputer Software Guide 2000/May
         (c) 2000 Reed Elsevier Inc.
File 634:San Jose Mercury  Jun 1985-2000/Jun 11
         (c) 2000 San Jose Mercury News
File 256:SoftBase:Reviews,Companies&Prods. 85-2000/May
         (c)2000 Info.Sources Inc
?ds

Set     Items   Description
S1        120   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
              ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
              REBAT??? OR VOUCHER? ?)
S2     310042   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S3     563074   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
              ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
              ??? OR SCAN???? OR PERUS???? OR RECEIV???
S4      45230   PRINT??? OR (HARD OR PAPER)(W)COP???
S5          3   S1(S)S2(S)S3(S)S4
S6      18293   S2(3N)S3
S7          3   S1(S)S6
S8          3   S7 NOT S5
S9         39   S1(S)S2
S10        36   S9 NOT S5
S11        33   S10 NOT S8
S12        31   RD (unique items)
S13        22   S12 NOT PY=1999:2000
S14        37   S1(S)S3
S15        23   S14 NOT S10
S16        21   RD (unique items)
S17        12   S16 NOT PY=1999:2000
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All considered

6/20/00
DIALOG

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File 473:Financial Times Abstracts 1998-2000/Jun 19
         (c) 2000 The New York Times
File 474:New York Times Abs 1969-2000/Jun 19
         (c) 2000 The New York Times
File 475:Wall Street Journal Abs 1973-2000/Jun 19
         (c) 2000 The New York Times
?ds

Set     Items   Description
S1         47   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
              ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
              REBAT??? OR VOUCHER? ?)
S2      11422   PRINT??? OR (HARD OR PAPER)(W)COP???
S3     242535   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
              KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4         46   RD S1 (unique items)
S5          0   S1(S)S2
S6         23   S1(S)S3
S7         23   RD (unique items)
S8     249718   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
              ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
              ??? OR SCAN???? OR PERUS???? OR RECEIV???
S9          0   S7(S)S8
S10         0   S7 NOT S4
S11        23   S4 NOT S7
?
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All Considered

6/20/00
DIALOG

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File  77:Conference Papers Index 1973-2000/May
        (c) 2000 Cambridge Sci Abs
File  35:DISSERTATION ABSTRACTS ONLINE 1861-1999/DEC
        (c) 2000 UMI
File 583:Gale Group Globalbase(TM) 1986-2000/Jun 20
        (c) 2000 The Gale Group
File   2:INSPEC 1969-2000/May W2
        (c) 2000 Institution of Electrical Engineers
File  65:Inside Conferences 1993-2000/Jun W3
        (c) 2000 BLDSC all rts. reserv.
File 233:Internet & Personal Comp. Abs. 1981-2000/Jun
        (c) 2000 Info. Today Inc.
File  99:Wilson Appl. Sci & Tech Abs 1983-2000/May
        (c) 2000 The HW Wilson Co.
?ds

Set     Items   Description
S1         75   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(W)(COUPON???? OR INCENTIVE? ? OR -
               REBAT??? OR VOUCHER? ?)
S2        236   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
               ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
               REBAT??? OR VOUCHER? ?)
S3         41   S2(S)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR
               TAILOR??? OR PERSONALI???? OR MADE(W)TO(W)ORDER)
S4     167118   PRINT??? OR (HARD OR PAPER)(W)COP???
S5          7   S3(S)S4
S6         34   S3 NOT S5
S7         34   RD (unique items)
S8    2842047   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
               ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
               ??? OR SCAN???? OR PERUS???? OR RECEIV???
S9         13   S7(S)S8
S10        66   S2(S)S8
S11        53   S10 NOT S6
S12        53   S11 NOT S9
S13        50   S12 NOT S3
S14         2   S13(S)S4
S15         3   S13 AND S4
S16        16   S2(S)S4
S17        14   S16 NOT S15
S18        11   S17 NOT S10
S19        11   S18 NOT S6
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All Considered

6/20/00
DIALOG

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File   9:Business & Industry(R) Jul/1994-2000/Jun 20
         (c) 2000 Resp. D[illegible]vcs.
File 623:Business Week 1985-2000/Jun W2
         (c) 2000 The McGraw-Hill Companies Inc
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 624:McGraw-Hill Publications 1985-2000/Jun 15
         (c) 2000 McGraw-Hill Co. Inc
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 636:Gale Group Newsletter DB(TM) 1987-2000/Jun 20
         (c) 2000 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2000/Jun 20
         (c) 2000 The Gale Group
File  20:World Reporter 1997-2000/Jun 20
         (c) 2000 The Dialog Corporation plc
?ds

Set      Items   Description
S1        6374   (ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINT-
             ABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR
             REBAT??? OR VOUCHER? ?)
S2         464   S1(3N)(TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? -
             OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER)
S3     5914598   COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR
             KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4      619813   PRINT??? OR (HARD OR PAPER)(W)COP???
S5     6469485   ACCESS??? OR DISPLAY??? OR (CALL??? OR BRING???)(W)UP OR R-
             ETRIEV??? OR DOWNLOAD??? OR DOWN(W)LOAD??? OR READ??? OR SHOW-
             ??? OR SCAN???? OR PERUS???? OR RECEIV???
S6      447020   S3(3N)S5
S7          17   S2(S)S6
S8          11   RD (unique items)
S9         110   S2(S)S3
S10         42   S9 AND S4
S11         30   RD (unique items)
S12         12   S11 NOT PY=1999:2000
S13         84   S2(S)S5
S14         33   S13 AND S4
S15         20   RD (unique items)
S16         14   S15 NOT S7
S17         10   S16 NOT S12
?
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All considered

6/20/00
DIALOG

File 15:ABI/Inform(R) 1971-2000/Jun 20
(c) 2000 Bell & Howell
File 275:Gale Group Computer DB(TM) 1983-2000/Jun 20
(c) 2000 The Gale Group
File 16:Gale Group PROMT(R) 1990-2000/Jun 20
(c) 2000 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2000/Jun 20
(c)2000 The Gale Group
?ds

Set	Items	Description
S1	8393	(ELECTRONIC OR E OR DIGITAL OR VIRTUAL OR INSTANT OR PRINTABLE OR ONLINE OR INTERNET)(2N)(COUPON???? OR INCENTIVE? ? OR REBAT??? OR VOUCHER? ?)
S2	5903370	TARGET???? OR DIRECT??? OR FOCUS??? OR CUSTOMI???? OR TAILOR??? OR PERSONALI???? OR MADE(3W)ORDER
S3	7477545	COMPUTER?? OR PC?? OR TERMINAL?? OR POINT(3W)SALE OR POS OR KIOSK?? OR SYSTEM?? OR DEVICE?? OR APPLIANCE?? OR SET(W)TOP??
S4	1174211	PRINT??? OR (HARD OR PAPER)(W)COP???
S5	107	S1(S)S2(S)S3(S)S4
S6	562	S1(3N)S2
S7	31	S6(S)S5
S8	14	RD (unique items) All considered
S9	2375	COOLSAVINGS OR COOL(W)SAVINGS OR E(W)CENTIVES OR CYBERGOLD OR PLANET(W)U OR VALUEPASS OR COUPONS.COM OR NETCENTIVES OR I-NTERACTIVE(W)COUPON(W)NETWORK
S10	2375	Sort S9/ALL/PD,A
S11	500	S10 AND S1
S12	500	Sort S11/ALL/PD,A
S13	139	S6(S)S3
S14	64	S13 AND S4
S15	50	S14 NOT S8
S16	37	RD (unique items)
S17	8	S16 AND S9 All considered
S18	500	S1 AND S9
S19	116	S6 AND S9
S20	66	S19 AND S3
S21	38	S20 AND S4
S22	22	RD (unique items)
S23	9	S22 NOT PY=1999:2000
S24	9	S23 NOT S17

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All considered